

Air Conditioning & REFRIGERATION



NEWS

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3rd Price Jump Brings 'Specials' Near \$130 Mark

\$3 To \$10 Increases Made By Most Companies To Meet Rising Costs

DETROIT—Price increases ranging from \$3 to \$10 have been made by most household refrigerator manufacturers on various models in their 1941 lines during the past week, to keep abreast of rising materials and labor costs. This is the second such increase to be made during the past three months.

Prices of all General Electric models were increased \$5 last week, with the exception of the 6-foot "special," which continues at \$124.95. Similar increases were announced by Hotpoint, the \$5 jump applying to all models but the leader, which carries the same list as the G-E unit.

Frigidaire last week put into effect price increases ranging from \$3 to \$8 on all models in its 1941 line. This brought the Zone 1 price line-up on the company's models to:

S3—\$119.75, SV3—\$119.75, S4—\$119.75, S6—\$127.75, LS6—\$127.75, L6—\$140.75, LP6—\$160.75, L8—\$167.75, M6—\$155.75, MP6—\$175.75, C6—\$180.75, CP6—\$200.75, C9—\$210.75, CD6—\$217.75, CPD6—\$237.75, CPD9—\$267.75, and CPD13—\$420.75.

At Norge, Paul Puffer, refrigeration sales manager, announced that the company would put certain price increases on its 1941 line in effect at once, but did not indicate what the

Tougher Credit Can Cause Inflation, Banker Warns

ATLANTIC CITY, N. J.—A warning that "too harsh a stiffening of credit terms may bring about the very inflation our economists in Washington fear," was voiced here by Otto Lorenz, consumer credit expert for the American Bankers Association, in an address at the annual convention of the New Jersey Bankers Association.

Durable goods manufacturers might be frightened by too stringent curtailment of credit terms into anticipating too great a reduction in demand, he stated, with the resultant scarcity of goods creating an inflationary force "even worse than the one we are trying to avoid."

If we exercise our wits and our self-restraint at the present time, Mr. Lorenz declared, inflation of the explosive, all-destructive kind need never come and, in fact, is far from being imminent.

Asserting that consumer credit lending agencies must set up controls

D'Olive To Head Nema Group; Commercial Section Disbanded

NEW YORK CITY—Charles R. D'Olive of Stewart-Warner Corp. has been elected chairman of the Refrigeration Division of National Electrical Manufacturers Association, succeeding Thomas Evans of Merchant & Evans Co., who resigned following his appointment to the local Defense Board in Philadelphia.

It was also voted to disband the Commercial Refrigeration Section of the Nema Refrigeration Division.

In This Issue—Electric Range Specifications

Appliance dealers interested in advancing their position in the fast-growing electric range market will find several points of real interest in this week's NEWS.

On pages 15 through 21 is presented the first independent tabulation ever attempted of comparative specifications of current household electric range models, covering pertinent information on the products of 21 manufacturers, comprising 110 models.

Also of interest to electric range retailers is a list of 23 of the most common causes of complaint regarding range operation, together with their corrections. This appears on page 6. Stories of successful range merchandising methods are published on pages 2 and 5.

Philco Sales Up \$5 Million In First Quarter

PHILADELPHIA—Gross sales of radios, refrigerators, and other products by Philco Corp. totaled \$16,497,065 (exclusive of sales by its Canadian subsidiary) in the first three months of 1941, as compared with \$11,154,129 in the corresponding period a year ago, reported James T. Buckley, president, last week at the company's distributor convention in Atlantic City to introduce the new 1942 radio line.

Earnings of Philco Corp. before taxes amounted to \$910,272 in the first quarter of 1941, as compared with \$593,320 last year, Mr. Buckley said.

Based on present estimates of what

Air Conditioning Users Threatened as South Rations Power Supply

BIRMINGHAM, Ala.—Possibility that some users of air conditioning equipment may be singled out to stop operation of their plants in the rationing of electric power brought about by the effect of the drought on hydro-electric power production, was seen in a statement made recently by Walter R. McDonald, chairman of the Georgia Public Service Commission.

"It has come down to a plain question of whether we will run our air conditioning plants for comfort or build airplanes for safety," said Mr. McDonald.

President Thomas W. Martin of the Alabama Power Co., in commenting on the water power shortage, said the rivers were the lowest since 1904, although power demands were

An analysis of the nation's power supply, indicating that there is no widespread cause for alarm over possible rationing to domestic users, is presented on page 4 of this issue of Air Conditioning & Refrigeration News.

twice as great as at any previous time. Hydro-electric reservoirs which are usually depended on to supply a summer need, are now being drawn on heavily and are not more than one-third full. All available steam plants including standbys are operating.

Stores are darkening their windows and street lights are dimmed. The public generally is asked to cooperate and to conserve lights and power where possible.

OPM's Copper Order Confusing To the Industry

Monthly Statement of Inventory Demanded From 'Customers'

DETROIT—The orders issued by the Office of Production Management (OPM) placing the use of copper under a system of mandatory control has resulted in considerable confusion, right now at least, among suppliers and purchasers of copper products in the refrigeration industry as to just what they are supposed to do.

The first order, under which refiners of copper will be required to set aside an amount of copper equal to 20% of April production to be allocated specifically by the OPM to meet emergency needs, is easily understood.

But the second order, designed to keep copper users from building up excessive inventories, is apparently clear to nobody.

One supplier of copper products to the refrigeration industry, it is understood, has stopped all further acceptance of orders until the situation clarifies itself.

The following are the main points in the order:

(1) Each "Supplier" must mail to the Director of Priorities, on Form PD-19B, no later than June 1, 1941, his sworn statement of compliance with the requirements of the order.

(The term "Supplier" as defined includes all Producers, Brokers and/or Warehouse Jobbers or Distributors who purchase for resale without further fabrication.)

(2) Effective June 10, 1941, no Supplier is permitted to make any delivery to any "Customer" unless such Supplier has previously received from such Customer a sworn statement, on Form PD-19A, covering such Customer's inventories during the preceding calendar month. (Monthly inventory statements are

Fedders Mfg. Co. Reports Strike Settlement

BUFFALO—Quick settlement of a two-day weekend strike of members of the U.A.W. Union of the C.I.O. was effected by the Fedders Mfg. Co., Inc.

Production and shipments were resumed Monday, May 26, after a weekend shutdown.

Workers on armament equipment were not called out, but because of the walkout of tool and die men, it was necessary to close temporarily the entire Buffalo plant.

A.S.R.E. Discussion on Metals Reveals Possible Substitutes

Use of Cork Cut 50% By OPM

WASHINGTON, D. C.—An order directing all cork products manufacturers to cut their processing operations in half in the interests of national defense was issued here May 27 by Director of Priorities E. R. Stettinius, Jr., who said the action was necessitated by shipping uncertainties and a serious cork shortage resulting from inability to obtain sufficient imports to meet rapidly increasing production schedules.

The order, it was stated, would be followed shortly by a general preference order providing mandatory, industry-wide control over cork supplies.

The order, issued in a telegram to about forty manufacturers and processors, read:

"Pursuant Act June 20, 1941, Public 671, 76th Congress, and

Hooks Resigns Position As Wolverine President

DETROIT—Resignation of H. J. Hooks as president of Wolverine Tube Co. was announced by Charles C. Limbocker, chairman of the board, after the regular meeting of the board of directors May 27.

To fill the vacancy created in the office of president, Charles C. Limbocker was elected president, continuing to hold also the office of chairman of the board. George H. Klein was elected to the board of directors to fill the vacancy created by the resignation of Mr. Hooks.

In commenting on the resignation, Mr. Limbocker said, "it is with very great regret that the board of directors has accepted Mr. Hooks' resignation, which was tendered on account of ill health." Mr. Hooks has been associated with Wolverine since 1919, first as secretary and treasurer, and latterly as president.

Leonard Wright Ansul District Sales Manager

DES MOINES, Iowa—Leonard K. Wright has been named district sales manager for Ansul Chemical Co. in this territory, covering Iowa, Minnesota, North and South Dakota, Nebraska, Kansas, and Missouri. For the past year, Mr. Wright has been a salesman in Ansul's Indianapolis office, which is managed by George B. Vermilye.

In his new post, Mr. Wright replaces Lester T. Plouff, who has been

(Concluded on Page 24, Column 1)

We Don't Like To Brag, But--

The newspapers are beginning to catch up with us! After having predicted developments from Washington which would affect the refrigeration and air conditioning industry for as much as six months before notice of such developments appeared elsewhere, this last week the gap was closed somewhat.

But the NEWS still tells the news first.

In the May 28 issue the editor's "inside dope" from Washington predicted mandatory priorities on steel, copper, cork, and rubber. "Gasolineless Sundays" were also

predicted, among other things.

Sunday, June 7 daily newspapers in many cities carried Washington dispatches about priorities on steel and copper, and mentioning "gasolineless Sundays." Readers of the NEWS were still ahead of other people, however, on their information.

For confirmation of our prediction of priorities on rubber, and of other predictions made in the May 28 issue, watch your daily papers. They'll catch up with it eventually!

It's important to know in time!

Most Problems Resulting From Priorities Appear Capable of Solution

CINCINNATI—Material shortages and substitutions due to the defense program, and refrigeration's part in the defense program, were by far the leading topics of discussion both in and out of the sessions of the spring meeting of the American Society of Refrigerating Engineers at the Gibson hotel here last week.

In the affairs of the society itself, St. Louis was chosen as the site for the annual meeting in December, and new charters were given to S. R. Hirsch of Utica for the Central New York section of the society; to Warren W. Farr for the Cleveland section; and to M. W. Pehl for the Kansas City section.

Where and how the pinch in materials will affect the manufacture and installation of refrigeration equipment, and the possibilities of the various substitutes suggested, was outlined in a very informative talk by H. W. Gillett, Battelle Memorial Institute, Columbus, Ohio, and a member of the OPM staff.

Here are some of the highlights from Battelle's address:

Materials for refrigeration, especially as regards substitutes, present a special problem because there are heat transfer and corrosive factors involved.

Tin may very likely become tight. As respects solder, however, a solder of 2½-5% silver, the balance lead (both of which materials are relatively plentiful) is a successful substitute.

Zinc perhaps—nickel probably—won't be so scarce after a little while. Aluminum production possibly sometime next year will reach a point where civilian needs can again be given consideration.

Too much loose talk about plastics as a substitute. The plastic hasn't been discovered that is tough at low temperatures. All right where stress and impact are not factors. Plastics will make good substitute for "covering" materials.

It has been suggested that terneplate substitute for galvanized steel in ductwork. But tin goes into the making of terneplate.

Rubber shortage will probably become so acute that there is no point in figuring on rubber as a substitute. Synthetic rubbers are so widely applied and needed in defense work that the priorities are restricting many of them more greatly than natural rubber.

Between 10 and 15% of the tin we use is in babbitt and bronze. Many automobiles use bearings lined with a very thin layer of lead babbitt where they formerly used thick tin base linings. Bronze bearings are a bit harder to substitute. Bronze castings for corrosion resistant uses can often be substituted by silicon bronzes.

Cadmium can replace tin in solders and bearings, but the supply of cadmium is limited, since it is obtained only as a by-product of zinc production, so its production cannot be boosted at will.

Chromium is a tough nut because of its increased use in stainless steel and in the increased use of chromium ore in refractories. In some wear-resistant steels chromium can be partially substituted by molybdenum, but there is no substitute in stainless steel, or in the alloys used for heat resistance and as electrical resistors.

Nickel, occurring in abundance in Canada, very sparingly in the U. S., has been carried on the strategic list because of its "foreign" source, a point of view that has no bearing under present conditions. Actually, more nickel is being produced than ever before, and the amount ought to suffice for all real needs.

Manganese is a tough nut. Uses

(Concluded on Page 8, Column 1)

Sell Key People In Neighborhood First, Advises New York's Top Range Dealer

NIAGARA FALLS, N. Y.—Sell the key people in your neighborhood if you want to build your electric range business—in other words, use the same general principles that you use in marketing refrigerators and other appliances.

That's the method used by Carl Rohrer, proprietor of Rohrer Electric Co., 1313 Main St., one of the outstanding range dealers in New York state who has been selling them since 1919. And every other house in Niagara Falls has an electric range, with the city ranking first in the East in percentage of tenants owning their own ranges.

Mr. Rohrer started out by selling the key people in the neighborhood—church leaders, civic leaders, organizers, mixers—the people who go places, are active and who like to talk about what they own. He also made a point of selling ranges to plant managers and superintendents who were in a position to talk up the advantages of electric cookery to their men.

In this way, Mr. Rohrer said, the dealer really puts his customers on his sales staff because they become sold on the advantages of electric cookery and in turn get a kick out of selling their friends and neighbors on the proposition.

Mr. Rohrer explained that he started out selling ranges in Niagara Falls handicapped by a two-wire system. This has gradually been overcome and today more than 7,000 homes here have been changed

from two-wire to three-wire systems.

There are between 35 and 40 electrical appliance dealers selling ranges in Niagara Falls, Mr. Rohrer said, and last year 36 makes of ranges were sold.

Clearly illustrating the popularity of ranges in Niagara Falls, Mr. Rohrer cited the fact that for every 10 electric refrigerators sold last year, eight ranges were sold.

For the best results in range sales, there should be perfect cooperation between the dealer, jobber, and the power company, he declared. He bitterly attacked direct selling by jobbers, declaring this practice undermines the entire structure of appliance distribution.

Mr. Rohrer pointed out that the influx of defense industry offers opportunities for the expansion of range sales by dealers. He cited the case of the new Bell Aircraft Corp. plant in Niagara Falls which has brought many aircraft workers and their families to the city.

"Few of these people ever had been sold on the merits of electric cookery and offer a new and profitable market," Mr. Rohrer declared.

In selling ranges, Mr. Rohrer said, stress cleanliness, safety, certainty, economy, coolness, and simplicity. "You must know your product far better than your potential customer knows it," he added.

He reported there has been an increase of 41% in range sales in Niagara Falls in the first quarter.

Mr. Rohrer criticized the dealer

who tries to sandwich in electric range sales between his sales of gas and oil ranges. "You can't do a good job unless you specialize," he commented. "If I were a distributor I'd think twice before doing business with an electric range dealer who also insisted on selling gas and oil ranges."

"Don't sell ranges on price," he warned. "Price cutting is bad for all. Sell the principles of electric cookery."

Chart Checks Usage Cost Of Old & New Ranges

STOCKTON, Calif.—Actual usage figures on the comparative operating cost of old and new electric ranges—data obtained from the company's customers of long standing—are being advantageously employed by Breuner Furniture Co. in convincing new range prospects of the economic advisability of "buying that new range now."

Whenever visiting a prospect's home to inspect her old range, C. R. Barnes, buyer for the Breuner firm's appliance department, carries a savings chart compiled from information obtained from the store's past range purchasers. This information includes type of appliance, purchase price, and advantages, and clearly shows the value of the new appliance to the customer.

Use of this chart nearly always paves the way for a week's free trial demonstration in the home, so that the housewife can make a similar comparison test in her own kitchen, reports Mr. Barnes, and this procedure often ends with a sale.

One-Man REA Sells Equipment Worth \$6,115 In 3 Weeks & Has Utility Extend Line To Area



E. A. Schumann and George A. Snyder, San Antonio merchandising supervisor, look on as Miss Olga Louise Venable, home economist, explains a range to its new owner, Mrs. Walter Werner, "buyer" for one of the 17 rural families signed up for new appliances by Salesman Schumann.

NEW BRAUNFELS, Tex.—Making himself a one-man REA, E. A. Schumann, pioneer Westinghouse dealer, sold \$6,115 worth of electrical equipment in three weeks to 17 families in an area which had no electric service when he started his campaign, and then had the utility build a five-mile line extension.

Mr. Schumann drove around his county to select the area which he thought had the best possibilities for expansion of rural electrification. He obtained service applications from the local utility and signed up rural

customers for the line extension. With this he also signed orders for electrical merchandise that would guarantee sufficient load on the line.

Initial orders included 12 refrigerators, eight ranges, seven washing machines, 16 irons, 14 motors, and seven radios. Within three weeks the utility built the line and all equipment was installed and working.

The first Westinghouse refrigerator dealer in Texas, Mr. Schumann has been selling Westinghouse equipment for 20 years.

Leads From Wiring Men & Constant Direct Mail Bring Prospects To Store Lacking Salesmen

CAPE GIRARDEAU, Mo.—No outside salesmen are employed by Electric Supply Co., Westinghouse dealer here, but outside contacts obtained through the firm's five wiring men and constant mailing of letters to prospects help maintain a good sales average.

While the wiring men do no actual selling of appliances, they build up leads by a carefully planned approach, explained E. M. Doyle, owner of the concern. When putting in an outlet, for instance, they ask the housewife, "Mrs. Smith, where will your refrigerator sit?"

If she replies that she doesn't own one, the wiring man inquires, "Are you planning to get one? If so, we'd better put in an outlet now. We can do it cheaper because this one call can take care of both outlets."

The man carefully avoids mention of his firm or the fact that it sells appliances. He next asks, "What refrigerator do you think is best?" If the prospect evinces a real interest, the wiring man speaks of the store's line and suggests that she examine it. The lead, of course, is turned over to Mr. Doyle, who follows up with a letter and personal call.

Similar methods are used by the wiring men to develop prospects for sales of fixtures, lamps, and fluorescent lighting.

Personal letters to leads are also important in bringing new and repeat appliance business to the firm. Mr. Doyle classifies all leads in five

groups: "newlyweds," "new residents," "rural," "commercial," and "excuse."

"Excuse" leads are sent letters only when there is a definite reason, or "excuse," such as the arrival of new models, a good trade-in, or repossessed merchandise. Object of these letters is to bring the prospect into the store, where they may be sold the item mentioned in the letter or something else.

Newlyweds, whose names are obtained from newspapers, are congratulated by the firm and invited to the store. Lines handled are mentioned, as is the fact that Electric Supply does electrical contracting.

Letters to new residents stress the points that the firm is exclusive dealer in a certain line and that the store can supply at one stop "anything in the electrical line that you may decide on."

Farmers located on a new REA line are informed that Electric Supply carries lighting fixtures and that it is able to equip the home with any electrical appliance "you may be interested in." Mention is also made of motors for farm purposes and of electrical contracting. Final paragraph of the letter states that a representative will be glad to call, or arrangements can be made to visit the store, and that convenient terms are available.

"Commercial" leads are sent letters describing certain products in detail, stressing profit-making possibilities of these items.

Best Salesmen Know Little About Appliances, Says Manager Who Has Figures To Prove It

ST. LOUIS—"I'd rather have an appliance salesman who knew only a little about his merchandise than the whole story" is the apparently paradoxical statement governing C. D. Sinai's management of Manne Furniture Co.'s appliance department here.

Experience of the firm in merchandising appliances, however, provides ample reason for this method of operation, Mr. Sinai believes. Formerly the firm, which has one of the largest refrigerator volumes in St. Louis, employed seven outside salesmen who made a thorough study of appliances.

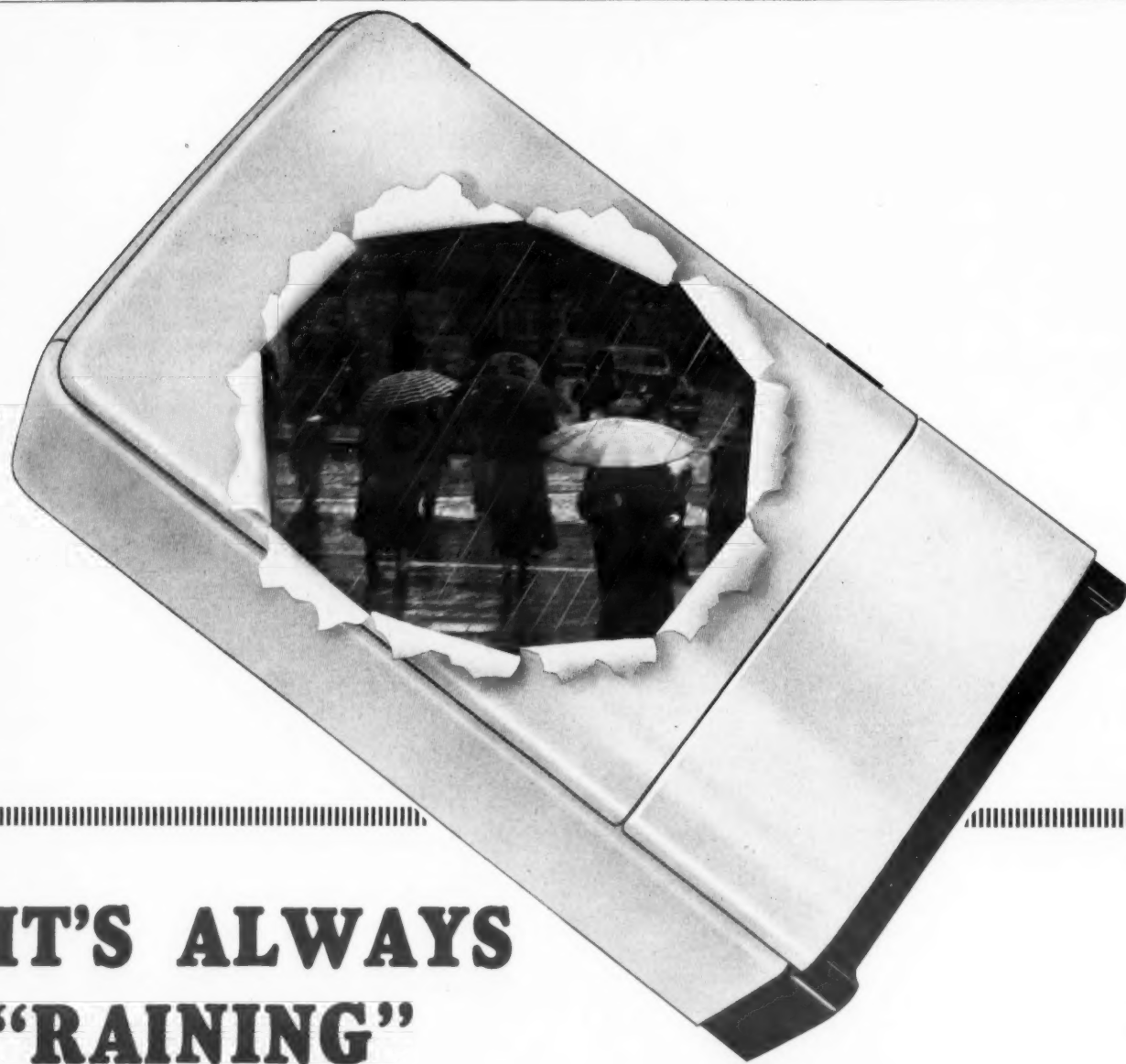
These men sold by canvassing prospect leads, and according to Mr. Sinai, "the more we sold the more we lost." Salesmen apparently "over-talked" such features as fans on condensers, switches, etc. so that the

customer felt like visiting other dealers to look at the same features on other makes.

Most surprising part of all, Mr. Sinai said, was that the regular salesmen of the furniture store were selling more refrigerators than the specialists on the floor. In addition, specialty men were turning their prospects over to the furniture men to close the sale.

Reaching the conclusion that the furniture men's long experience made them better at handling large unit price sales, Mr. Sinai eliminated the entire outside crew.

Since then the furniture men have sold 300% more refrigerators a year than the outside crew had. These veteran salesmen sell refrigerators by selling the store, that is, the store's reputation built up over the past 50 years helps convince the prospect.



**IT'S ALWAYS
"RAINING"**

inside the walls of your refrigerators

When vapor-laden clouds strike cold air, rain begins to fall. Similarly, when water vapor in the air slowly seeps inside the walls of your refrigerators and strikes the cold interior, moisture condenses on the insulation. Sealing cannot keep out all this water vapor.

Most insulations blot up the drops of condensed moisture and become soggy—losing their insulating efficiency. But, Dry-Zero is by nature water repellent

(non-hygroscopic). Properly installed, it does not soak up moisture but remains efficient throughout its entire life.

Under test Dry-Zero has a "k" factor of 0.24—the lowest of any commercial insulant. It is unique in its freedom from rotting, packing, or odor absorption. In the new Bound-Batt form it is inexpensive and easy to install. Dry-Zero Corporation, 222 N. Bank Drive, Chicago; or 60 E. 42nd Street, New York.



Send for New Bound-Batt Bulletin



**DRY-ZERO . . .
SHEDS WATER LIKE A DUCK**

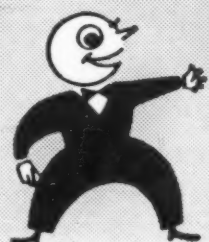
DRY-ZERO INSULATION

1941 KELVINATOR SALES ALREADY TOP SALES FOR THE ENTIRE YEAR OF 1940



**... And 25 per cent
are on the
revolutionary new
"Moist-Master"!**

**Kelvinator's Selective
Dealer Policy makes
this sales record
possible with 8.4%
fewer retailers
than in 1940.**



**Get
More**

Get

KELVINATOR

How Do We Stand on Power?

Study By Gov't Authority Indicates Temporary Shortages in a Few Sections Only

Editor's Note: With electric power already being rationed in some parts of the south because the supply is inadequate to meet both normal and the defense production needs, the following analysis of the subject of the adequacy of our power supply is particularly timely.

Mr. Wilson describes the areas in which present electric power facilities may not fill all needs, but on the whole his study indicates no cause for widespread alarm throughout the country as a whole.

(Excerpts from a study by John D. Wilson, Chief of Business Analysis Section, Division of Business Review, Department of Commerce.)

In the late summer and early autumn of 1917 the war effort of the United States began to be hampered by a shortage of electrical power in many of its chief industrial centers. The shortage appeared first at Buffalo and the Niagara Falls region; next in the Pittsburgh, industrial Ohio sector; and spread eventually to New England, the Pacific Coast, and certain areas of the South.

By the spring of 1918 it had reached such serious proportions that a special section of the War Industries Board set out to deal with the problem. In the course of the following months this section installed a priority program in the critical areas, helped steam plants obtain necessary coal during times of stringency, established schedules for the repair of machinery—especially generators—which had broken

down, and formulated plans for construction of new generating capacity and transmission lines.

The organization of the program, however, required so much time that no large general increase in power supply had been realized before the armistice was signed and the program abandoned.

It must not be forgotten that today electric power is much more a necessity in everyday life than it was in 1917 and 1918. This is true both in industrial production and in the life of the average household. Only in transport and a few other industries would rationing effect such an inconvenience.

The concept of capacity in the industry is a peculiarly difficult one. For example, it is often stated in terms of rated kilowatts of installed generating plant, the implication

being that this amount of power should be available when needed. Yet break-downs occur and repairs must be made, so extensive reserves are required. Moreover, many plants cannot be operated all the year. This is especially the case of hydroelectric plants, where varying water conditions determine the extent of plant utilization.

BIG ADDITIONS TO CAPACITY IN '40 & '41

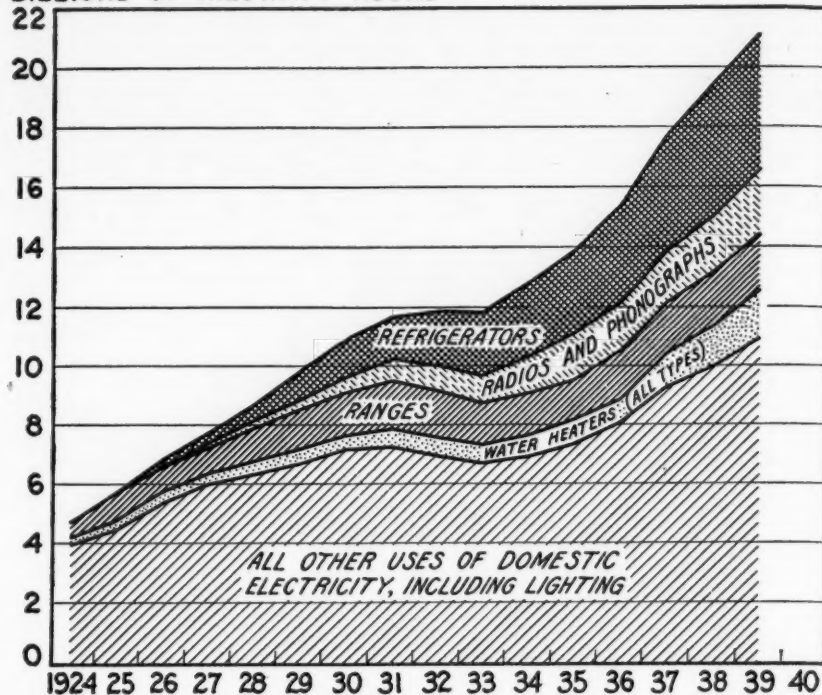
With the above general remarks as an introduction, what can be said about the present capacity of the industry? First examine the overall picture. Installations of plant generating capacity from 1930 to 1939 were small as compared to the previous decade. In the nine years prior to 1940, 5,327,000 kilowatts were added, little more than the new installations made in the two years 1929 and 1930. Meanwhile, during the thirties demand had increased 35%. Even though the industry had built considerably ahead of demand in the latter twenties, a more rapid expansion was to be expected after 1939.

This is now being realized, for additions to installed capacity in the past year were the largest since 1930. Moreover, they will be surpassed in 1941 and possibly in 1942.

The industry also reports that facilities under construction or on order will add 2,150,000 kilowatts in 1941, and that this will be supplemented by large additions in governmental power districts, particularly in the Pacific Northwest. A somewhat smaller increase has been scheduled to date for 1942. Thus, the new capacity installed in these

Appliance's Part In Power Consumption Growth

BILLIONS OF KILOWATT-HOURS



three years will probably exceed the total introduced from 1930 to 1939.

Having examined the proposed increase in capacity, turn now to the nature of demand in the industry. Demand for electricity is usually classified according to the type of consumer. Three groups are outstanding: Industry, which consumes 50% of the output; commercial firms, which require about 19% of total production for lighting and small amounts of power; and finally, demand by residential households, consuming another 19%.

One very outstanding development during the last decade was the steady expansion of the residential market. The average annual use of electricity by each household increased 80% during the period, while the total kilowatt-hours sold to residential consumers more than doubled. In the past year the trend was continued, the 12% gain being a typical average for the period since 1934.

Whereas in 1924 the bulk of demand stemmed from lighting and a few small appliances, by 1939 refrigerators were responsible for 22% of the total, ranges for 10%, radios for 9%, and water heaters for 8%.

HOW REFRIGERATION COST HAS LOWERED

An important factor inducing load growth in the past has been the technical changes which have improved the quality, lengthened the life, and helped lower the price of many appliances. These effects are well illustrated in the case of the refrigerator. Between 1921 and 1937 the average cost of the refrigerator was reduced from \$550 to \$173, and technical improvements increased its life expectancy.

These changes reduced the annual cost to the consumer for depreciation and interest so as to realize a saving of \$90 a year in the cost of refrigeration. In the same period rate reductions yielded an annual saving of \$11.46 in the cost of refrigeration. A similar situation prevails with the majority of other appliances, most of which consume only a small amount of electricity.

WHAT DEFENSE NEEDS ARE DOING

The defense program is significantly changing the pattern of demand facing the industrial community over the next few years. Many industries will achieve an importance they have never experienced before or have not witnessed since the last war. These are well known—including, among others, shipbuilding, airplane manufacturing, ordnance and ammunition, machine tools, chemicals, nonferrous metals.

All of these industries use more electricity per laborer than the average, and some of them stand at the very top of the list. The electro-metallurgical and electrochemical industries of course top most other industrial consumers of electricity, and their importance is being considerably expanded.

Since the volume of industrial production in 1941 is expected to register a large gain, industrial demand for power will show an increase of similar magnitude. This increase will be further supplemented

by construction of new plants in many industries introducing the latest technological changes, most of which require more electricity.

For example, capacity of the aluminum industry, now almost exclusively an electrometallurgical industry, is to be increased 77% during the next two years, and substantial additions to electric-furnace capacity in the steel industry are scheduled.

It is apparent that a large increase in the consumption of electric power on the part of all major groups of consumers may be expected next year. Similarly, as was pointed out above, a substantial expansion in generating capacity is scheduled.

But early in this discussion it was shown that a view of the overall situation alone was inadequate. What about the changed demand in specific areas relative to the capacity increase? Any answer to this question requires an involved examination of large masses of data. Yet since 18 months to three years are necessary to construct additional plants, an answer must be sought.

CAPACITY INADEQUATE IN CERTAIN AREAS

The Federal Power Commission declares that capacity is sufficient for handling loads expected this year. However, it also revealed the need for still further expansion in some areas if deficiencies are to be avoided when the present defense program attains its peak in 1942. The following areas have been listed as those where the greatest need is likely to develop:

1. Upper New York state.
2. The Philadelphia region—eastern Pennsylvania and New Jersey.
3. The Pittsburgh region—western Pennsylvania.
4. Chicago, northern Illinois, and northern Indiana.
5. St. Paul and eastern Minnesota.
6. Southeastern states, including Tennessee Valley area, North and South Carolina, Alabama, and Georgia.
7. Arkansas, northern Louisiana, and western Mississippi.
8. Idaho and Utah.
9. San Francisco, northern California, and southern Oregon.

On the basis of present construction schedules, deficiencies in 1942 for the above nine important areas are estimated by the commission to aggregate more than 1,500,000 kilowatts. As it takes 18 months to three years for the provision of additional generating facilities, part of this possible deficiency will have to be relieved in some other fashion.

In conclusion, the difference between the situation today and that in 1917 and 1918 needs to be emphasized. Today large additions to capacity are already under construction, whereas in 1917 and 1918 the industry seriously curtailed its expansion because of rising construction costs and interest rates. Moreover, at that time capacity for the production of electrical equipment was inadequate to handle Army, Navy, industrial, and central station requirements.

Finally, the state of technique and the organization of the industry were such as to make impossible the construction and use of interconnecting transmission lines on a large scale. At the moment none of these factors appears to be a serious threat to current expansion.



Here's Why—

We Retailers Are Making Money With KELVINATOR'S COMMERCIAL LINE!

✓ IT'S SIMPLIFIED — concentrates on equipment that sells!

✓ IT'S UP-TO-THE-MINUTE — with features that make selling easy!

✓ IT'S DEPENDABLE — backed by Kelvinator Precision Engineering!

✓ IT'S PRICED RIGHT to meet all competition!



The Kelvinator Commercial Line includes air and water cooled condensing units suitable for all types of installations, reach-in refrigerators in the most popular sizes, bottled beverage coolers, and frosted food cabinets. In addition, Kelvinator offers a full line of refrigeration parts and supplies, distributed from strategically located warehouses all over the country.

Get your share of the rapidly expanding market for commercial refrigeration with the Kelvinator line. For full details use the coupon!

Get More —

Get

KELVINATOR

Kelvinator Commercial, Parts and Service Division,
Nash-Kelvinator Corporation, Detroit, Michigan

Gentlemen: I want to know more about the Kelvinator
☐ Commercial Line. ☐ Refrigeration Parts and Supplies.

Name.....

Firm Name.....

Address.....

City.....

State.....

K-124

Range Sales Rise When Salesmen Learn How To Cook In Distributor's Classes

ST. LOUIS—There's a reason behind almost every sales slump—and when results in a recent electric range drive failed to come up to expectations, James & Co., General Electric distributor, figured it was because the average salesman wasn't familiar enough with how the range might be used.

So, to give dealer salesmen the knowledge and confidence necessary to do a good range selling job, James & Co. scheduled a series of five cooking classes, composed exclusively of salesmen of the district. Classes began at 2 p.m. each day and continued into the evening.

Attendance at the classes averaged 12 persons—a rather large number to handle independently—but under the supervision of Robert Brenner, sales promotion manager, the men really got down to work and learned range sales points through actual first-hand experience.

James & Co. hooked three new G-E ranges in the basement classroom. Four men to a range prepared complete meals, including meat, potatoes, and vegetables. Included in this was oven cooking, surface cooking, and thrift cooking with this special feature of the range. One range was used for broiling, another for roasting, and a third for baking. Each man was required to pay enough attention to his culinary efforts to make certain that he was

thoroughly familiar with the range.

Willi May Rogers, Union Electric home economist, was in charge of the cooking program, which featured fish, steak, roast, vegetables, and even a New England dinner. One class spent its afternoon preparing quick-frozen desserts and in preparing large-scale meals for their dealer employers.

The "course" was not complete until each man had washed his own dishes in a G-E dishwasher, and disposed of resultant refuse in the G-E disposal. All salesmen "graduating" from the cooking-school program were quizzed as to what they had learned, and given actual grades for their performance.

"As a result, we are realizing range sales which might never have been ours otherwise," Mr. Brenner said. "And we find that all salesmen enjoyed actually cooking on the range themselves."

Hotpoint Folders Aim At Rural Prospects

CHICAGO — For dealers whose prospects are farmers and for those who wish to enter the rural market Hotpoint has prepared a special series of printed folders explaining how its appliances can be used on the farm.

A general broadside, entitled, "City Convenience for the Country Home," covers electric ranges, refrigerators, water heaters, and home laundry equipment. This piece may be inserted with monthly statements or sales letters, or used as a self-mailing broadside.

Individual folders on refrigerators, ranges and kitchen heaters, water heaters, and home laundry equipment feature those models especially adaptable for farm use. These folders are recommended for use as handouts at fairs, exhibits, and in the dealer's store, or for mailing one at a time to prospects to serve as a build-up to the general folder.

Former Hotpoint Auditor Honored on Selection As Operating Manager of G-E's N. Y. Branch



P. L. Griffen, formerly Hotpoint auditor and now operating manager of G-E's metropolitan distributing branch in New York City, receives a watch from Hotpoint Treasurer George W. Scott (holding the timepiece) while Ray Turnbull, Hotpoint vice president; Earle Poorman, manager of the G-E branch; and members of the Hotpoint office staff look on.

75,000 Attend Show At San Diego

SAN DIEGO, Calif. — When the fifth annual Spring Fair of the Bureau of Radio & Electrical Appliances of San Diego closed the last week of April, some 75,000 residents of this community had viewed the products put on display in the old Exposition building.

Fourteen makes of refrigerators were represented in the show.

A good portion of the attendance was drawn from new residents of San Diego who have been drawn to the community by the many types of defense activity here.

The show was publicized by a special section in the local newspapers, in which the various distributors took advertising space, and the newspaper itself contributing considerable wordage to the promotion of the show.

Floor space was contracted for the distributors and displays set up under their direction. Various dealerships then took turns in manning the displays during the course of the fair.

G-E Lets Builders Tell Own Advertising Story

BRIDGEPORT, Conn. — When letters from sales-minded builders became better than the advertisements prepared by General Electric Co.'s Home Bureau for the building trade, Paul E. Whitney, advertising supervisor, "stopped everything and decided to let these builders tell the story."

Pictures of the builders and copies of their letters appear in the advertisements. The letters, Mr. Whitney explains, "say things we couldn't say ourselves."

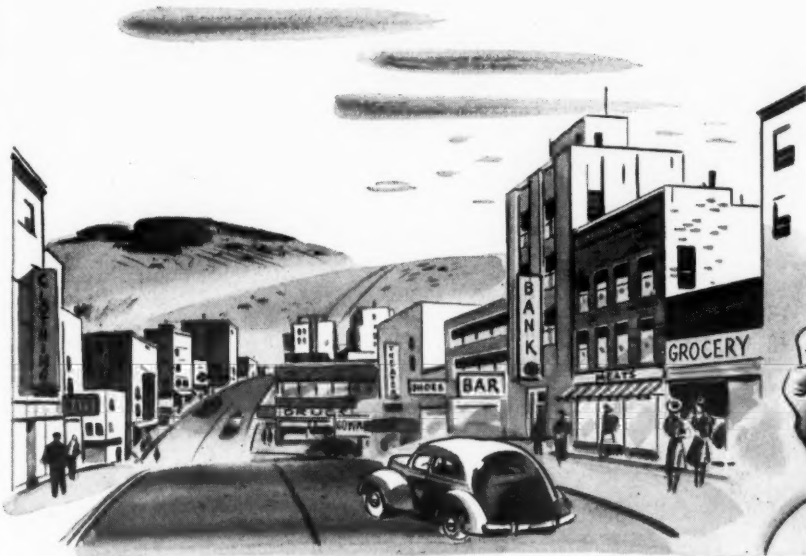
Publications being used include American Builder, Architectural Forum, National Real Estate Journal, Freehold, and Operative Builder and Contractor.

2 Baseball Teams Bring Prospects To Dealer

LOS ANGELES — Considerable publicity and many sales have resulted from the "different" promotion methods used by Moxley's, Kelvinator dealership here.

The firm supports two semi-pro softball teams, girls' and men's, which play in local leagues during the eight-month season. Each team costs the firm \$200 a month, but the dealership obtains \$200 in free write-ups in local papers every month.

While thousands of people see the teams play, Moxley's doesn't count on that alone to bring in sales. The firm gives prizes at the ball games and arranges for passes to the games.



EVERY BUSINESS IN YOUR TOWN NEEDS COOLING!

**ONLY 10% HAVE IT . . .
YOU CAN SELL THE REST!**



Look Down Your Street—Every restaurant, bar, shop, small store and theater needs summer air conditioning! It's easier to pick out those places that are *not* prospects for packaged cooling units—they will be fewer in number. Research shows that only about 10% of the businesses that need cooling have it. The rest want it—22% of them are prospects!



Volume Sales! Literally there is no limit . . . except your organization's ability to cover prospects and estimate jobs . . . to the number of Chrysler Airtemp cooling units you can sell this summer. The market is bigger than the whole industry's rate of production!



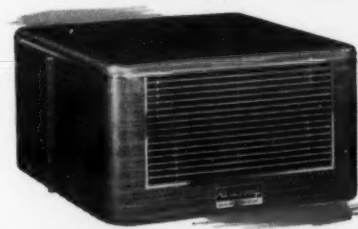
Undersell Competition! When you sell Airtemp cooling units, you offer not only time-tested equipment—Airtemp introduced its packaged cooling units in 1937—but a price substantially lower . . . plus the tremendous sales appeal of the *only* hermetically-sealed radial compressor on the market.



Special Offer! To help Airtemp dealers get prospects quickly, we are making a special low-price offer on our room coolers. These sales leaders will stimulate business on the profitable, larger units. Our offer also includes merchandising help . . . newspaper ads, direct mail, window displays, radio!



The 3 h. p. packaged cooling unit for stores, offices and restaurants. Exclusive radial compressor hermetically sealed in oil, saves service expense, operates at lowest cost.



Was ~~\$1450~~ —NOW \$8900*
Airtemp Room Cooler—Model WC-40
—½ h. p. for window installations in small rooms; doctors' offices, etc.



Was ~~\$2700~~ —NOW \$13750*
Was ~~\$3000~~ —NOW \$25770*
Deluxe Floor Models—½ and ¾ h. p.
—Models FC-60 and '90 for larger rooms and offices. *"Leader" Prices.

GET THE DETAILS NOW! MAIL THE COUPON TODAY!

CHRYSLER AIRTEMP
AIRTEMP DIVISION OF CHRYSLER CORPORATION, DAYTON, OHIO

AIRTEMP DIVISION, DEPT. AN-6, CHRYSLER CORPORATION
Dayton, Ohio

Gentlemen: Send me complete details on your
Special Proposition for cooling dealers.

Name _____

Address _____

City _____ State _____

Tips To Trouble-Shooters

Causes and Corrections For Common Complaints on New Electric Ranges

Editor's Note: The following list of causes and corrections for 23 of the common operating complaints on new electric ranges, issued recently by the home economics department of Nash-Kelvinator Corp., is designed to enable "trouble-shooters" to make a quick diagnosis of the probable source of the complaint, and to make recommendations which will forestall such troubles in the future.

The recommendations apply equally well to all types of ranges, regardless of make, and should prove both interesting and valuable as a "tip-sheet" for the average range dealer or salesman, as well as the home economist who in the larger dealership is ordinarily the "first line of defense" in handling complaints from new range users.

1. SURFACE PORCELAIN CRACKED

1. If the porcelain enamel on the surface top is crazed or cracked, the customer may have:
 - a. Washed the porcelain surface while hot, causing it to cool too quickly, thus resulting in crazing.
 - b. Continuously used large surface pans extending over the rim of the unit. The high concentration of heat will eventually cause crazing.
 - c. Placed hot roasting pan on cold porcelain surface. The sudden change of temperature of the porcelain causes crazing.
 - d. Overheated units and leakage around loose-fitting oven doors. See that these doors are adjusted correctly.

2. PORCELAIN STAINED

2. If the porcelain enamel on the surface top or sides is stained, the customer may have:
 - a. Failed to remove spilled foods containing acid such as fruit juices, tea, vinegar, and milk.

3. BROILER PAN CRACKED

3. If the broiler pan is crazed or warped, the customer may have:
 - a. Applied cold water to hot broiler pan causing it to craze or warp. The broiler pan should be allowed to cool before washing.

4. FOODS NOT COOKED

4. If foods are not cooked satis-

factorily when directions are followed in range instruction book, the customer may have:

- a. Taken time given in instruction book too literally. Stress should be laid on the fact that the temperatures and times in the instruction book are only a guide and may be changed to suit the individual.
- b. Had food too cold when placed in oven, thus requiring a longer time. Any food colder than room temperature will require extra time for cooking.
- c. An oven control which needs recalibration.
- d. Various types and sizes of pans influence baking time. Pans having sides which extend very much above the top of the food product inhibit browning to such an extent that it requires a longer time to brown.
- e. Placed pans too closely together. There should be space between pans to allow for air circulation.
- f. Loaded oven to such an extent that it requires a longer time for the oven to regain the original set temperature for cooking process.

5. VEGETABLES TOO DRY

5. If vegetables cooked in oven are too dry, the customer may have:
 - a. Covers which do not fit tightly to the vessel and thus allow steam to escape.
 - b. Used too little water.
 - c. Vegetables which are old or of poor quality.
 - d. Temperature too high.

6. BISCUITS BURNED

6. If cookies and biscuits burn on the bottom, the customer may have:
 - a. Too high a temperature.
 - b. Cookie pan which is too large to allow proper distribution of heat. If pan touches side of oven so that air circulation is obstructed, heat will concentrate on the bottom of pan.
 - c. Dark metal pans which absorb too much heat on the bottom. Dark surfaces absorb more heat than lighter ones.
 - d. Cookie sheet having high sides which will prevent proper distribution of heat. Do not have sides of more than 1/2 to 1 inch.
 - e. Buttered cookie sheet or pan.
 - f. Placed pans improperly. If pans are too close together or directly above each other, good circulation will be impaired.

7. CAKES NOT BROWNED

7. If cakes do not brown on top, the customer may have:
 - a. Too low a baking temperature.
 - b. (See 6f.)
 - c. A pan too deep for the amount of batter used, acting as a baffle and causing uneven browning.

8. UNEVEN BROWNING

8. If cakes are too brown on the bottom, the customer may have:
 - a. Too high a temperature.
 - b. (See 6f.)
 - c. Dark pans absorbing too much heat on the bottom.
 - d. Pyrex and enamel pans which brown more quickly than tin or aluminum. Recommend shortening cooking period or lowering temperature.

9. CAUSES OF BURNING

9. If cakes burn in some part of the oven, the customer may have:
 - a. Pans touching oven wall.
 - b. Opened oven door too often.
 - c. Dark pans which brown cakes on bottom and sides more than a bright pan. Caution user against using different types of pans at the same time for the same cake batter.
 - d. Door which fits improperly. Be sure to have adjusted correctly.
 - e. Range which has not been leveled.
 - f. Oven temperature control out of adjustment; needs recalibration.
 - g. Timed cake incorrectly and left in too long.
 - h. Minute Minder which is calibrated incorrectly or set incorrectly.

10. UNEVEN RISING, BAKING

10. If cakes rise and bake unevenly,

the customer may have:

- a. Placed racks or pans unevenly.
- b. Range which is not level.
- c. Warped pans.
- d. (See 9a, 9b, and 9d.)

11. EXCESSIVE SHRINKAGE

11. If cakes shrink excessively from sides of pan while baking, the customer may have:
 - a. Improper proportions.
 - b. Pyrex and enamel pans which bake cakes browner on the sides and bottom.
 - c. The temperature too low or too high.

12. OLD RECIPE FAILS

12. If cake recipe used formerly does not rise now, as before, the customer may have:
 - a. Wrong recipe or poorly proportioned recipe for insulated oven. Check recipe with standard recipe in range instruction book.
 - b. Baking powder which is old or has been left uncovered. Or she may be using a different kind of baking powder than previously. Baking powders are classified as combination [double action], tartrate and phosphate. Ratios of these baking powders to one cup flour in cakes as a general rule are as follows:
 - (1). One teaspoon double action.
 - (2). One and one-half teaspoons tartrate.
 - (3). One and one-half teaspoons phosphate.
 - c. May not have used recipe for some time and may have forgotten result.
 - d. Changed procedure or temperature.
 - e. May be mixing with different device.

13. NOT BAKED THROUGH

13. If cakes brown too quickly and do not bake through, the customer may have:
 - a. Temperature too high.
 - b. Wrong pan material. (See 14b and 14c.)

14. PIES DON'T BROWN

14. If pies do not brown on the bottom, the customer may have:
 - a. Improper position in the oven. (See 6f.)
 - b. Shiny bottoms on pan retarding browning.
 - c. Temperature not high enough.
 - d. Too much flour rolled into crust.
 - e. Used too much water.

15. PIES COOK OVER

15. If pies cook over in the oven, the customer may have:
 - a. Temperature too high.
 - b. Too much filling.
 - c. Pastry edges not sealed. Patched pie crust.
 - d. Too much sugar or too much liquid. Use tested recipes and follow accurately.

16. PIES BURN AT EDGES

16. If pies burn around edges, the customer may have:
 - a. Temperature too high for too long a time.
 - b. Pastry rolled too thin on edges.

17. OVEN SMOKES

17. If oven smokes, the customer may have:
 - a. Roasted meats at too high a temperature, causing burning of the fat.
 - b. Grease accumulated in oven which will cause smoke while preheating. Oven should be washed after roasting or broiling.
 - c. Spill-overs of food on the bottom of the oven, which consequently char or burn, causing smoke.

18. FOOD BURNS IN KETTLE

18. If food burns in Scotch Kettle, the customer may have:
 - a. Used too little water.
 - b. Switch left on a high temperature too long.

19. FLAVORS INTERCHANGED

19. If flavor of vegetables interchange when preparing a complete vegetable dinner in the Scotch Kettle, the customer may have:
 - a. Failed to maintain an active flow of steam throughout cooking period. Follow manufacturer's instructions.
 - b. Turned unit off without first removing cover of Scotch Kettle when vegetables are done.
 - c. Removed cover during cooking process and failed to return unit to high until boiling point is regained.
 - d. Allowed odorous foods to stand too long in kettle before cooking process had begun.
 - e. Used too much water.

20. PUDDINGS SOGGY

20. If puddings are soggy on top, the customer may have:
 - a. Failed to place cover on insert pan to keep condensation out.
 - b. Failed to place waxed paper over insert pan if cover is not to be used.

21. BROILED FOODS TOO DRY

21. If broiled foods are too dry, the customer may have:
 - a. Foods with very little or no fat. These should be brushed with melted fat before broiling.
 - b. Pan placed too far away from unit. (Should be 2 to 3 inches from top of meat to unit.)
 - c. Poor quality meat.
 - d. Kept meat in broiler too long. Overdone, and therefore, dries out.
 - e. Incorrect type of meat for broiling.

22. STEAKS WON'T BROWN

22. If unable to get steak browned while still rare, the customer may have:
 - a. (See 21b.)
 - b. Steak too thin.

23. BILLS TOO HIGH

23. If bills are too high, the customer may have:
 - a. Opened oven door too often during cooking process, instead of following directions and letting the range do the work.
 - b. Used pans that are warped or rounded on the bottom.
 - c. Used pan too small for unit or heat she has selected, thus wasting heat.
 - d. Left switch on high temperature instead of turning to a lower position when boiling has been reached.
 - e. Failed to plan meals so that all foods are cooked at once in oven, in Scotch Kettle, or on top units.
 - f. Followed old-fashioned methods of cooking which require more consumption of heat.
 - g. Failed to take advantage of retained heat available on the range, thus wasting extra heat.

Buffalo Firm's '41 Sales Pass 1940 In 4 Months

BUFFALO—Edwin B. Spangenthal, president of Household Outfitting Co., reported "more electric refrigerators have been sold in the first four months of this year than in the 12 months of 1940. Workers in defense industries are buying new merchandise for their homes—things they have gone without for 10 years or more."

TO SIMPLIFY OPERATION AND INCREASE EFFICIENCY!

2 New FRIGIDAIRE PRECISION-BUILT CONTROLS

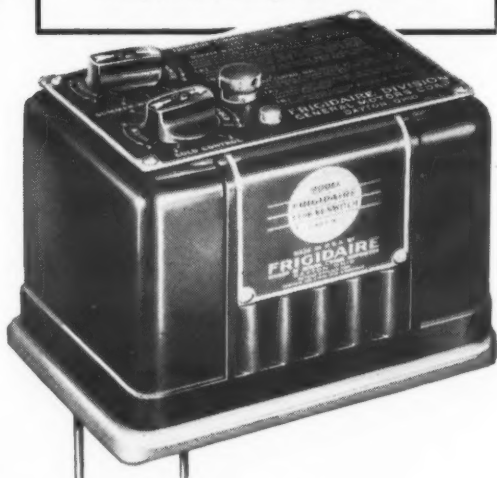
...For Walk-In Coolers and Display Cases

The Frigidaire Summer-Winter Cold Control is easily operated by the store owner or manager. It is adaptable to installations having gravity or forced air evaporators. A two-way control of fixture conditions is provided:

- FIRST:** The temperature may be regulated exactly as desired to meet load conditions.
- SECOND:** The switch-over from summer to winter or winter to summer operation is made without a service call! Unit automatically defrosted in summer. Irregularity in operation of condensing unit is corrected in winter. Greatly reduces sliming of meats! Temperature accurately maintained within small range at all times.

SUMMER-WINTER COLD CONTROL

Temperature Range 34° to 42° F.



SIMPLE TO OPERATE! Complete instructions for operation appear on the nameplate.

...For Ice Cream Cabinets

The Frigidaire Universal Ice Cream Switch is called "Universal" because it may be adapted to the great majority of ice cream cabinets of all makes now in use. This means you can reduce your inventory of ice cream cabinet switches to one style and make for all practical purposes! Delivered to you ready for installation—complete with all necessary mounting parts and full instructions for installation and operation.

Write or phone your Frigidaire Distributor for Complete Information

UNIVERSAL ICE CREAM SWITCH

Normal Range: . . Off, + 4°; On, +18° F.
Coldest Obtainable: . Off, -14°; On, + 2° F.
Warmest Obtainable: Off, +20°; On, +32° F.
Minimum Differential Obtainable: 8 1/2° to 8 3/4° F.



TO SATISFY YOUR EVERY REFRIGERATION SERVICE NEED

May we place this on your desk?

THIS NEW CHIEFTAIN CATALOG IS YOURS FOR THE ASKING—JUST SEND IN COUPON TODAY

TECUMSEH PRODUCTS CO.
Tecumseh, Michigan

Gentlemen:
Please send my copy of the new Chieftain Catalogue to:

Name _____
Company Name _____
Address _____
City _____ State _____



Questions and Answers For Refrigeration Servicemen

Editor's Note: A few weeks back we published part of the questions and answers in a "quiz contest" for refrigeration servicemen conducted by the Columbus, Ohio chapter of the R.S.E.S. Below are several more questions from this contest, with their answers, which bring out some basic but important information on refrigeration installation and service.

Question: Repulsion induction motors are most generally used for small hermetically sealed condensing units.

Answer: False. Split phase or capacitor type are generally used.

Question: High head pressure on an SO₂ unit can be caused by a seal leak.

Answer: True. Air may be drawn into the system through a seal leak.

Question: In installing a heat exchanger to obtain the fullest efficiency it should always be installed as close as possible to the condensing unit.

Answer: False. It should be installed as close to the evaporator as possible for fullest efficiency.

Question: Automatic type expansion valves should always be used on each coil when two or more coils are connected to a common compressor.

Answer: False. Thermostatic type should be used.

Question: Frosting or sweating of the liquid line between the liquid receiver and evaporator may be due to a partial restriction at the point frost or sweating first appears.

Answer: True.

Question: Most of the refrigerant contained in a high side float system will remain in the receiver during normal operation.

Answer: False. Nearly all the refrigerant will be in the evaporator.

Question: The thermostatic expansion valve is a constant pressure valve.

Answer: False.

Question: If desired a capillary tube may be substituted for a thermostatic expansion valve on one coil of a multiple system.

Answer: False. Capillary tubes should be used only on single coil installations.

Question: Where "Freon-12" refrigerant is used it is often necessary to employ larger size liquid and suction lines than with methyl chloride and sulphur dioxide.

Answer: True. Due to the low latent heat of "Freon-12" greater amounts must be handled to obtain a given amount of refrigerant.

Question: If a condensing unit were designed for methyl chloride and you discharged it and recharged the same unit with "Freon-12" the motor would be carrying a greater load if the speed of the compressor were not reduced.

Answer: True.

Question: A refrigerant evaporator that has a smooth shiny surface is more efficient than one with a dull rough surface.

Answer: False. A shiny surface reflects heat and does not absorb as rapidly.

Question: A condensing unit producing 12,000 B.t.u. per hour is considered to have 1 ton capacity when operating 24 hours per day.

Answer: True.

Question: A contactor should always be installed where a 3-hp. 3-phase motor is employed.

Answer: True.

Question: 36° F. is an excellent temperature for the storage of bananas.

Answer: False. 56° to 60° is the usual storage temperatures.

Question: The direction of rotation of a 3-phase motor may be reversed by interchanging two of the power supply leads to the motor.

Answer: True.

Question: A pressure switch will not operate properly in conjunction with an automatic expansion valve.

Answer: True. The back pressure should be approximately constant with an automatic expansion valve.

Question: The dry bulb temperature is the factor which has the greatest effect on the performance of

an evaporative condenser.

Answer: False. The wet bulb temperature is the one which affects the performance.

Question: One gas mask or cartridge is effective on all types of refrigerants.

Answer: False. Various refrigerants require different cartridges.

Question: Intermittent frosting of the suction line may be caused by the thermostatic expansion valve being too large for the coil.

Answer: True. Too large a valve may cause surging of refrigerant in the coil.

Question: Split phase motors are used for washing machines and other appliances but never for refrigeration units.

Answer: False. Many hermetic units employ split phase motors in conjunction with an unloader arrangement or a capillary tube.

Question: Always use a low pressure control to control a commercial job having two automatic expansion valves on two evaporators.

Answer: False. In the first place automatic type valves should not be employed. In the second place a low pressure control would not operate.

Question: Copper tubing is suitable for use with all the common refrigerants.

Answer: False. Should not be used with ammonia.

Question: When you change the adjustment of a thermo expansion valve you are changing the superheat setting.

Answer: True.

Question: A refrigerant dryer or dehydrator can only be used in the liquid line of a system.

Answer: False. Several dehydrators are available for suction line applications.

Simplicity
—a valve must open or close a line with minimum of effort and time.

Simplicity
—a valve must contain the fewest possible working parts with nothing to get out of order.

Simplicity
—valve must be compact and trim in appearance.

Simplicity
—a valve must be easy to install.

Simplicity
—a valve must be built of modern metals and designed from advanced engineering knowledge.

WEATHERHEAD
Simplicity
valves are just what the name implies
Simplicity



THE WEATHERHEAD COMPANY, CLEVELAND, OHIO
Refrigeration Valves, Fittings and Accessories

Westinghouse Names Blair Service Asst. In Merchandising

SPRINGFIELD, Mass. — Howard A. Blair, supervising service engineer at the East Springfield Westinghouse plant, has been named assistant to the service manager of the merchandising division.

Mr. Blair succeeds J. H. Pfrommer, who resigned recently, and will have charge of all service matters regarding products manufactured for the Westinghouse merchandising division at the East Springfield plant. These products include electric refrigerators, fans, air conditioning equipment, and beverage coolers.

Mr. Blair joined Westinghouse in 1930, and came to Springfield after work in the graduate student engineering course and other activities at the East Pittsburgh (Pa.) plant.

At Springfield he held successively the positions of refrigeration laboratory test engineer, domestic refrigeration development engineer, and air conditioning apparatus and development engineer. In 1934 he was made service manager of Westinghouse air conditioning equipment with Metropolitan Air Conditioning Corp., New York City.

Returning to Springfield in 1935, he became air conditioning development engineer, and later in that year air conditioning service engineer stationed at merchandising division headquarters in Mansfield.

Hotpoint's Traveling Truck Now on an Independent Tour

DEMOPOLIS, Ala.—Resuming its tour to parts of the country where REA lines are connected, Hotpoint's rural display truck made its first stop here recently following the Rural Electrification Administration's farm equipment tour.

The red, white, and blue truck, manned by Robert Shau, headquarters rural specialist, carries a 27-foot display of the same color scheme, illuminated throughout by fluorescent lighting. At each stop the local Hotpoint dealer or distributor will provide personnel for the exhibit.

Space in the REA tent and the display truck are being provided by Hotpoint to assist its dealers and distributors in telling the appliance story to rural prospects, explains G. H. Smith, general merchandising manager. In the past 18 months, attendance averaged more than 4,000 at 126 two-day out-of-doors demonstrations.

"The demonstrations are helpful to the farmer in showing what electricity can do for him, and in demonstrating the economy of using electrical home appliances so that they can 'pay for themselves,'" Mr. Smith pointed out. "They provide local retailers with the opportunity to contact interested farm prospects personally, and to show a complete line of merchandise under ideal display conditions."

York Stockholders Okay Merger Plan

YORK, Pa.—After two adjournments (March 25 and May 20, 1941) the stockholders of the York Ice Machinery Corp., at a meeting held May 28, voted to adopt the agreement of merger with York Corp.

A tabulation of ballots showed 40,529 preferred shares or 75.9%, and 121,326 common shares or 75.1% voted for the merger, with 6,656 preferred shares or 12.5%, and 305 common shares either voting against or objecting to the merger. The directors were of the opinion that the benefits which should flow to the corporation and its stockholders, as a result of the completion of the merger, were sufficiently important to warrant its adoption, and so recommended to the stockholders.

One of the major considerations in the consummation of the merger is the help which it will furnish in refunding the corporation's indebtedness to provide a later maturity at a lower interest rate with other satisfactory terms.

The action by the stockholders in approving the merger does not, however, make it fully effective because of the legal proceedings brought by certain objectors in the Federal District Court in Wilmington, Dela. The hearing in this suit is set for June 13.

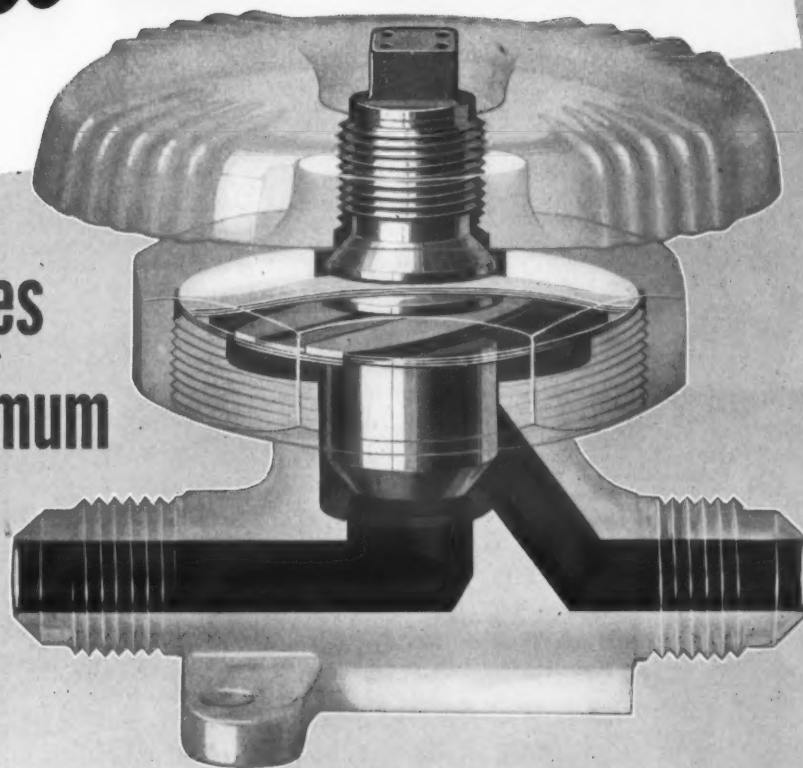
Orders booked for the first six months of the current fiscal year, ended March 31, 1941, were 35% in excess of the same period in the previous year.

WEATHERHEAD

★ PACKLESS VALVES ★

Large diameter Seat and Stem

Opens or closes line with minimum effort and time



A.S.R.E. Hears About Metals Substitutes, And Army Purchasing of Refrigeration

(Concluded from Page 1, Column 5) in wrought and cast steel as an alloying element can generally be substituted, but the use as a "conditioner" of all tonnage steels to control oxygen and sulphur is not, so far, economically substitutable. Need for this year's steel production is a million tons of high grade ore or equivalent concentrates from concentratable low grade ores. From domestic ores and from Cuba we can get 1/2 of this, leaving 1/2 to come in over long trade routes. We have plenty of low grade ore, and at a doubling in cost of ferro this could be processed to usable ferromanganese. However, a good deal of plant construction would be required to process the huge tonnage, and it is scarcely wise to begin an enterprise of this magnitude without being quite sure which one of several alternative processes, any one of which will certainly work, will be the most economical.

CARTRIDGES TAKE ZINC

Zinc is tight, the need for cartridge brass being the cause, this being encouraging in one way because it shows we are producing munitions.

The shortage of zinc bothers in respect to galvanizing, to die casting, and to brass. Where feasible, we shall have to paint steel instead of galvanizing it, to go to lead base rather than zinc base die castings for those used primarily for decoration

purposes, to cast iron for those in which strength is needed, and to copper and silicon bronzes for substitutes for brass.

Three of the industry's leading engineers discussed Mr. Gillett's talk, and added their personal observations and experiences on the subject of materials.

SUBSTITUTE DUCTWORK

Black iron bonderized and covered with tornesite (a chlorinated rubber finish) may be used satisfactorily as a substitute for galvanized steel ducts, declared Charles Neeson, Air-temp chief engineer.

Other of Mr. Neeson's comments: The industry will probably have to make castings instead of forgings.

If brass parts get too scarce, steel or cast iron can be used as substitutes.

While tin dipped coils are desirable, they aren't a necessity.

One big problem in plastics for use as a substitute material in refrigeration and air conditioning is that they absorb moisture.

C. M. Ashley, Carrier Corp. engineer, pointed out that certain paints might be substituted for the now-used zinc coatings which provide protection against corrosion—but there may next be a shortage in paints. If this type of substitution is followed, he warned, it will be necessary for the manufacturer to assure himself a continuing supply.

"If you can take bare sheet steel,

bonderize it, and then give it a protective covering of any sort, you've got the substitute for galvanized steel sheets, which aren't perfect anyway," declared L. S. Morse, York executive engineer.

POOL ON SWEDISH STEEL

Facing a shortage of Swedish steel for compressor flapper valves, members of the Air Conditioning & Refrigerating Machinery Association got together and have pooled their tonnage on this metal as a special inducement to a U. S. plant to produce this metal for them, Mr. Morse revealed.

It was also brought out in the discussion that an engineering committee from the AC & RMA membership had pooled their knowledge to present to the OPM a picture of the needs of the refrigeration industry in materials.

'PUT IT IN WRITING' ON ARMY CONTRACTS

Urging a "united front" on the part of refrigeration manufacturers and engineers in their efforts to get more modern specifications on U. S. Army refrigeration work, Andre Merle, engineer in the Quartermaster's Corp. of the Army discussed refrigeration's place in direct defense activities.

Mr. Merle gave his talk in a highly informal, picturesque style that had the engineers howling most of the time—but his style is such that it can't be captured and put down on paper, so the best we can do is to offer some of the highlights from his talk:

"Our job is easy. We say to an insulation manufacturer 'We want the insulation so good that no matter what these 'ammonia petes' will or won't do, our storage rooms will be cold anyway.' Then to the machine manufacturer we say, 'The insulation won't be so hot, so give us a machine that will keep the place cold regardless.'

"Put everything in writing. Your bids are supposed to be accompanied by your specifications sheet, which you are supposed to have had made up for some time. But we get some mighty 'wet sheets' every so often.

"Put your protests in writing, don't come down to Washington to see someone.

"Comply with the plans and specifications and the job will be yours—providing you're low.

GIVE COMPLETE DATA

"Don't expect the government to keep reading right off the end of the sheet and read something into your bid that isn't there. Put it all in yourself.

"Plans and specifications are normally available at the place where the job is to be installed. Try there first, and if not available, then try Washington.

"The government has spent \$35 million for refrigeration equipment in the past seven months. This has gone for a multitude of applications—large and small cold storage facilities, ice makers, water cooling, processing air conditioning applications, parachute drying, storage of clothing in the tropics, photographic developing, etc.

"Two applications that involve special problems are the temperatures involved in the manufacture of gunpowder (—40° to —50°), and air conditioning for blackout plants.

"Don't restrict your research departments. The army is interested in getting equipment that operates at higher speeds, and that is more compact."

WHO'S TO SERVICE IT?

Discussing Mr. Merle's talk, John Everett of Frigidaire raised the question, "What about the servicing and repair of the equipment bought by the army."

Nothing very definite has been done about this as yet, answered Mr. Merle, and he suggested that some organized group in the industry, possibly the A.S.R.E., should go before the Army chiefs and put the question, "How are you going to service this equipment?"

"Eventually," opined Mr. Merle, "there will probably be a rating of 'refrigeration mechanic' similar to that of 'radio mechanic.' The army is already giving serious consideration to holding schools on diesel engines, and refrigeration is just as important.

"For the present," he continued, "big service contractors or distributors might well see if they couldn't sell Uncle Sam a service contract on some of the big jobs he has installed."

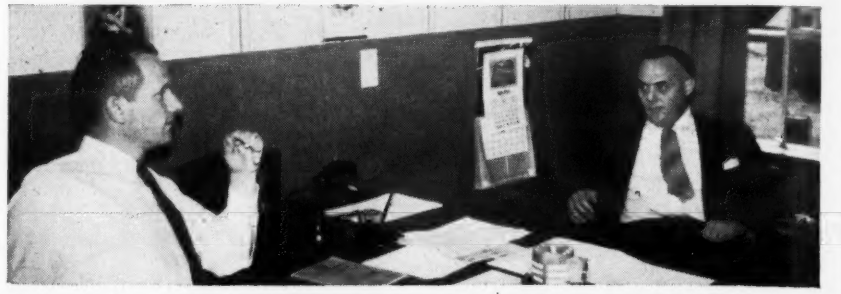
At Tecumseh's Annual Sales Pow-Wow



"Chiefs" of Tecumseh's sales: C. M. Brown, general manager; Frank Smith, sales manager; and L. W. Larsen, assistant sales manager.



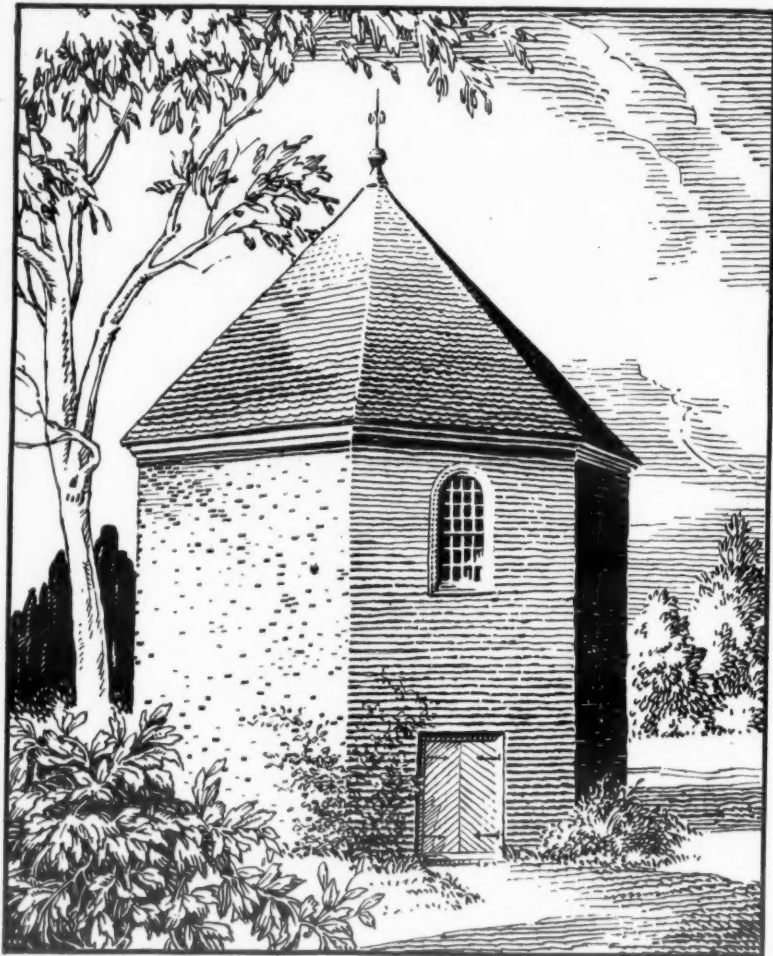
Marc Shantz, Chicago representative, confers with Sales Manager Smith.



Jens Touborg (left), chief engineer, with George Boone of New York.



Big council of Tecumseh sales. (Standing) V. A. Wilkinson, Detroit; Larry Larsen; Alec Dawson, London, Ontario, Canada; Jules Beneke, St. Louis; R. T. Smith, Indianapolis. (Seated) C. M. Brown; George Smith; Frank Smith; and D. J. Bowen, Dallas.



Old Powder Horn at Williamsburg, Virginia, built in 1714. Used for storage of arms and ammunition for the defense of the colonies.

VIRGINIA—a name that has earned respect

Products, as well as colonies or nations, have their symbols of protection and defense.

For more than a quarter century, the name Virginia has been a guarantee to refrigeration men of surer, safer results in the maintenance and servicing of refrigerating equipment.



BUY YOUR KINETIC'S FREON-12™ VIA VIRGINIA

EXTRA DRY ESOTOO • Methylene Chloride • V-METH-L

VIRGINIA SMELTING CO.

Located at tidewater
WEST NORFOLK, VIRGINIA

THE 5-GUN BARRAGE THAT

Whips MOISTURE

REMOVES ACIDS
GREATER CAPACITY
BETTER CLEANUP
DOES NOT DUST OR POWDER

ACTS INSTANTLY

DAVISON'S
SILICA GEL

THE DRYING AGENT THAT IS "Master over Moisture"



Speed counts! How fast a drying agent acts is vital to its efficiency. And—you can't beat Silica Gel, because Silica Gel acts instantly. Pass a refrigerant through Silica Gel just once—and it's dry—completely and permanently. No delayed action to cause you worry and trouble. Install a Silica Gel charged dryer—close up your tool-box—and the job is done!

Best of all—Silica Gel gives you other advantages too. Its greater capacity, its better clean-up, its ability to remove acids and its freedom from dusting all play an important part in making Silica Gel the true "master over moisture." Service engineers and manufacturers alike say that it pays to use Silica Gel.

Just ask your jobber for your favorite dehydrator charged with Silica Gel or Silica Gel in bulk for refill. He stocks both for your convenience.

THE DAVISON CHEMICAL CORPORATION

Silica Gel Department

BALTIMORE, MARYLAND

Monthly Profit & Loss Analysis Gives Dealer a True Picture

By Arthur Roberts

Editor's Note: This is one of a series of articles by Mr. Roberts on accounting control problems of refrigeration and air conditioning dealers. Previous articles have covered such matters as budgeting expenses, fixing the ratio of fixed and variable expenses, computation of depreciation, etc.

There is a dangerous tendency at times like these when sales are booming to be lax about expenses, to let them soar unchecked. A monthly analysis of the profit and loss statement will keep this tendency in check.

With prices on the up, merchandising programs disrupted by withdrawals of employees for the draft and defense work, with the likelihood of increasing difficulties getting merchandise and materials from suppliers, with taxes heading skyward and uncertainty in the air, the refrigeration and air conditioning dealer cannot afford to take chances on his position in these turbulent times any more than the captain of a ship can sail the storm without close application to the instruments of navigation.

Yet, we find from our public accounting experience that, despite the necessity of keeping all operations in sharp focus today, only 10% of the dealers in this industry prepare a profit and loss statement monthly. Thirty per cent prepare statements quarterly, 40% semi-annually, and 20% prepare them only annually.

Taking them all in all, only 25% analyze their profit and loss statements properly after they get them, if our experience is any criterion. Even if you have a statement prepared monthly, it will do you little good if you only glance at the result and file it away. The statement should be analyzed intelligently.

LIKE 6-CYLINDER ENGINE

The profit and loss statement is like a six-cylinder automobile engine: sales, purchases, inventory, gross margin, operating expenses, and net profits are the six cylinders making up the dealer's business engine. One bad cylinder ruins engine performance even if the other cylinders are in good condition.

The same is true of the component parts of a profit and loss statement. One bad cylinder can make the entire business run ragged and unless you keep an eagle eye on the ensemble every month, you will never know when the system will get out of time and back-fire with disastrous results.

There are no yardsticks against which you can check each operating item to determine whether it is exactly right or in safe ratio to other items. Composite operating figures for dealers in air conditioning and refrigeration will vary according to local population and business volume. Even dealers with similar set-ups and sales will find that their figures differ widely from the general average on certain items of operation.

The dealer may use average figures prepared for similar establishments as guides to a certain extent, but in the final analysis, he must depend upon his own experience and judgment to determine the fitness of each item on the profit and loss statement.

HOW TO ANALYZE IT

Take John Simpson's statement for March, 1941. When analyzing it, he should compare it with his March profit and loss statements, item for item, for at least three years prior. In this case, the sales are lumped. They should be departmentized. Overhead expenses should be prorated to each department, sometimes to each line, instead of totaled for the business as a whole.

You must pin your profits down to source. You must know where you are making money, where you are losing money. Too many dealers lump their sales, are satisfied if the business makes a profit on total volume and never know whether certain departments are an unprofitable drag on others.

Total and departmental sales should be compared with previous years' figures to check the trend, whether upward or downward. If sales have been down-sliding for a period of time, it is a signal for you

to overhaul your business machinery.

When statements are checked monthly, it is much easier to remedy a deflection in sales because steps can be taken immediately to adjust this condition. If analysis is only casual or if statements are prepared too infrequently, a detrimental trend may continue unchecked and eventually bring the sheriff.

In appraising the sales figure, consider the business trend in your community and general business conditions. If volume outside of your organization is in low gear, your sales may be likewise, but you can offset the deficiency and sometimes increase your volume at such a time by analyzing the profit and loss statement monthly.

WHAT IT CAN DO

We know many dealers who have increased volume and profit in hard times because they analyzed every operation of business and went to town on sales promotion while the majority of their contemporaries just sat around and waited for business to pick up.

Dealer Simpson makes a good margin and should net more than 2% on sales. If your margin is satisfactory, you are getting profitable prices. If your net profit is too low despite satisfactory margins, your overhead is too high and your best bet is to cut expenses or increase sales but don't price cut to get added volume, otherwise you may be worse off than you were before.

There is no use trying to get more margin on sales because that procedure will only send customers to competitors and cut your volume, which will further increase the expense ratio. Compare the margin for previous periods with the period under analysis to establish the trend. It is important to know which way you are heading in business.

List all overhead expenses individually as on the Simpson statement and compare them month to month to note the trend. Compare expenses for the current month with expenses for similar months for the preceding three to five years. Research along these lines discloses that expenses average up about right when computed for three to five years and you can safely use this yardstick to check current figures.

CHECK BIG DIFFERENCES

Sometimes a difference is justified, of course, but you should check back for safety just the same. Investigate all big differences. Be careful to keep overhead expenses in line these days. Don't pile up the toll on fixed charges. Such expenses can't be cut so readily when business tails off.

Selling expenses should be analyzed carefully to make sure that salesmen are earning their grits. Sometimes, analysis will show that an expense is too low. For example, Simpson spends only 1/2 of 1% for advertising. This ratio should be doubled. By increasing his advertising appropriation, Simpson may increase sales without a corresponding increase in overhead and thereby net more profit.

Advertising is one expense to pare with care. Dealers are usually too quick to prune it. Delivery expenses should be broken down to operating costs per mile and checked against similar figures for previous periods. If too high, consider truck replacement.

Many dealers assume that the key to big profits is a big sales volume, nothing else, so they push for maximum sales without considering other business factors. The objective of every air conditioning and refrigerating dealer should be a profitable volume and the only way to assure that objective is to analyze the profit and loss statement monthly so that expenses and trade-in allowances can be kept in line with the most profitable procedure in the past.

Net profit depends as much upon what comes after the sales volume figure on a profit and loss statement as upon the sales figure itself. The adequacy of sales volume must be judged in the light of all other factors appearing on the statement. Sometimes an increase in volume without regard to other factors

decreases net profit because the dealer cuts prices to attain the higher sales.

You are the judge of the net profit you think satisfactory. We would suggest that from 1 to 3% is too low, 4% is passable, that 5% should be the minimum budgeted figure because that is a good average.

During boom times, statistics show that only four out of 11 retail establishments make a net profit over 5% and we have checked figures that varied from a 2% loss to 9% profit for dealers of the same type, indicating very definitely that just because sales are booming, the dealer cannot relax his vigilance one iota because boom times are not necessarily big-income times.

Figures tell tall stories on the profit and loss statements of air conditioning and refrigerating dealers, particularly in those establishments where bookkeeping is lax. Dealers sometimes take visible recordings too much for granted even where the books are kept accurately. Credit and cash sales, capital investments and operating expenses as entered on the books may be mathematically correct, yet, the business may be heading for the graveyard.

The phantom warnings skulking behind the figures are too often invisible to the man at the wheel. Dealers can contact these ghosts with the right medium—the monthly analysis of the profit and loss statement—which includes a check-over on the books of every entry making up an item on the statement that appears out of line. If you use a budget, the estimated expense should be checked against the actual to find out the reason for any discrepancy.

Table 1 - Composite Monthly Statement

John Simpson

Dealer in Air Conditioning and Refrigeration

Profit and Loss Statement

March 1941

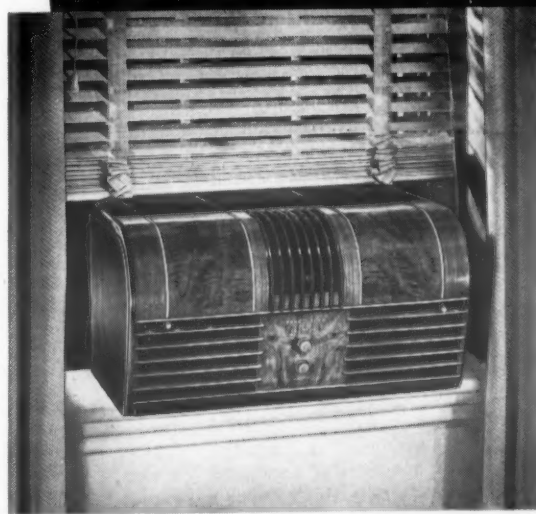
March 1940 March 1939 March 1938

| | | | |
|---------------------------------------|---------|--|--|
| Sales | \$5,200 | | |
| Less allowances | 50 | | |
| Net sales | \$5,150 | | |
| Cost of sales | \$3,120 | | |
| Gross margin on sales | \$2,030 | | |
| Overhead Expenses | | | |
| Executive salaries | \$630 | | |
| Office salaries | 100 | | |
| Office expenses | 65 | | |
| Property taxes | 40 | | |
| Other taxes | 65 | | |
| Mortgage interest | 50 | | |
| Other interest | 30 | | |
| Advertising | 25 | | |
| Insurance | 55 | | |
| Depreciation—store fixtures | 35 | | |
| Depreciation—trucks | 30 | | |
| Depreciation—office equipment | 10 | | |
| Repairs and maintenance | 50 | | |
| Truck expense | 70 | | |
| Collection expense | 15 | | |
| Legal and accounting services | 35 | | |
| Bad debts | 52 | | |
| Dues and subscriptions | 10 | | |
| Selling expense | 520 | | |
| General supplies | 15 | | |
| Miscellaneous expense | 25 | | |
| Total overhead expenses | \$1,927 | | |
| Net profit on March, 1941 sales | \$103 | | |

Monthly profit and loss statement with columns at the side to enter comparative figures for previous years. This statement should be prepared in detail each month and departmentized. Any figures on this statement that deviate from the average should be checked. Maybe there is good reason for a difference, nevertheless, the figures should be checked to make sure that the business is not developing soft spots.

Get Your Share of This BIG-PROFIT RETAIL BUSINESS!

- ✓ Tremendous Sales
- ✓ High Unit of Sale
- ✓ No Saturation
- ✓ No Trade-Ins
- ✓ Big Dollar Profit



Everyone Can Afford This Real, Full-fledged Air Conditioning!

Model 76-A (Illustrated)

- Cools and Conditions Room Air.
- Dehumidifies. Moisture is wrung out of the air, leaving it cool, dry, stimulating.
- Draws in Fresh, Outside Air.
- Filters Out Dirt, Dust and Pollen. A boon to hay fever sufferers!
- Circulates the Air.
- Shuts Out Street Noises.
- Removes Stale, Stuffy Inside Air.
- Gives Pure Air All Year 'Round.

There's a Philco-York Air Conditioner for Every Size Room, priced as low as . . .

\$129⁵⁰

Start right now to ring up fast, quick sales in this brand new, retail business . . . Single-Unit Air Conditioning! It's growing faster, building more profits every day! Easy-to-handle package merchandise . . . quickly installed . . . no plumbing or wiring. Free of technical problems. And no saturation, no trade-ins . . . FULL PROFITS!

PHILCO-YORK SINGLE-UNIT AIR CONDITIONERS

Team up now with Philco-York, the world's biggest-selling Single-Unit Air Conditioner! In 1940, nearly ONE-HALF of all the portable Air Conditioners sold were Philco-York Units. And now, in 1941, Philco and York bring you an even more saleable line. New improvements, greater efficiency, new beauty . . . at prices well below the average of the industry.

And just think of your market! Every home and office . . . hotels . . . hospitals . . . tourist courts . . . all are your potential customers! What's more, hundreds of leads are rolling in each week from Philco's vast direct mail and magazine campaign . . . they'll be passed on to you. Tailor-made prospects . . . easy sales!

In addition, Philco offers you spectacular dealer helps for use in your store. Colorful literature, banners, streamers . . . electric signs . . . beautiful window displays! Don't wait a minute . . . you can't afford to miss out on this fast-growing, big-profit business. See your Philco distributor or mail coupon now!

Mail Coupon NOW!

PHILCO, Air Conditioning Dept. 571
Tioga and C Streets, Philadelphia, Pa.

Please send me full details of your dealer franchise proposition on Philco-York Air Conditioners, together with Discounts and Special Wholesale Credit Terms. Also send big, new Illustrated Booklet.

NAME _____
STREET _____ COUNTY _____
CITY _____ STATE _____

The Service Man's Notebook

By Henry Kronke

Mr. Kronke, a service engineer in New York City, compiles useful, handy data for use in his work as he finds a repeated need for certain kinds of information. The editors suggest that service and installation engineer readers of the NEWS cut these tables out for their own notebooks.

B.T.U. PER DEGREE-GALLON FOR WATER COOLING

1 Gallon — 1° F. = 8.34 B.t.u.

| °F.xGal. | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 0 | ... | 8.34 | 16.68 | 25.02 | 33.36 | 41.70 | 50.04 | 58.38 | 66.72 | 75.06 |
| 10 | 83.4 | 91.74 | 100.1 | 108.4 | 116.8 | 125.1 | 133.4 | 141.8 | 150.1 | 158.5 |
| 20 | 166.8 | 175.1 | 183.5 | 191.9 | 200.2 | 208.5 | 216.8 | 225.2 | 233.5 | 241.9 |
| 30 | 250.2 | 258.5 | 266.9 | 275.2 | 283.6 | 291.9 | 300.2 | 308.6 | 316.9 | 325.3 |
| 40 | 333.6 | 341.9 | 350.3 | 358.6 | 367.0 | 375.3 | 383.6 | 392.0 | 400.3 | 408.7 |
| 50 | 417.0 | 425.3 | 433.7 | 442.0 | 450.4 | 458.7 | 467.0 | 475.4 | 483.7 | 492.1 |
| 60 | 500.4 | 508.7 | 517.1 | 525.4 | 533.8 | 542.1 | 550.4 | 558.8 | 567.1 | 575.5 |
| 70 | 583.8 | 592.1 | 600.5 | 608.8 | 617.2 | 625.5 | 633.8 | 642.2 | 650.5 | 658.9 |
| 80 | 667.2 | 675.5 | 683.9 | 692.2 | 700.6 | 708.9 | 717.2 | 725.6 | 733.9 | 742.3 |
| 90 | 750.6 | 758.9 | 767.3 | 775.6 | 784.0 | 792.3 | 800.6 | 809.0 | 817.3 | 825.7 |

ESTIMATING DRINKING WATER REQUIREMENTS

| Type of Service | Gal. Cap. Required Per Hour | Type of Service | Gal. Cap. Required Per Hour |
|---|-----------------------------|--|-----------------------------|
| Restaurant, Table Service | | Stores | |
| Number of Persons Served per Hour × | 0.1 | Number of Persons per Hour × | 0.01 |
| Cafeteria | | Theaters | |
| Number of Persons Served per Hour × | 0.08 | Number of Seats × | 0.01 |
| Lunch Room, Small Store | | Offices | |
| Per Stool | 0.4 | Number of Persons × | 0.1 |
| Table Service, per Chair | 0.2 | Manufacturing, Light | |
| Lunch Room, Normal Store | | Per Person | 0.15 |
| Per Stool | 0.7 | Manufacturing, Heavy | |
| Table Service, per Chair | 0.3 | Per Person | 0.2 |
| Lunch Room, Busy Store | | For Drug Stores and Soda Fountains | |
| Per Stool | 0.75 | Add 25% for Carbonated Water. | |
| Table Service, per Chair | 0.5 | | |

"FACTORY FRESH" AMINCO SUREDRY DEHYDRATORS



"TAMPER-PROOF" SEALED

"Factory Fresh" means that Aminco Dehydrators are protected with plastic tamper-proof seals so that all the powers of absorption and adsorbing remain intact—right up to the minute the dehydrator is placed in service.

Sealing as done by Aminco insures against picking up moisture from the air—against deterioration in stock—and provides fresh, active dehydrating qualities from the beginning of employment on the job.

Other notable features are:

- One piece copper shells.
- Inlet filter full diameter of shell.
- No joints or threads to cause pockets or leaks.
- Outlet filter on refillable models is a cone of equivalent surface area to inlet filter disc.
- Filled with Silica Gel—the fast acting drying agent that does not cake or powder.
- Refillable and permanent models in all wanted sizes.
- Labyrinth Filtration, with Five times the filtering area of the screen surface of wire cloth.
- Dehydrated and sealed after final assembly.

INSURE

- Reduced Pressure Drop
- 100% Filtering Efficiency
- Positive Dehydration.

At all good jobbers.

Send for Bulletin No. 23.

AMERICAN INJECTOR COMPANY

1481 Fourteenth Avenue

DETROIT, MICHIGAN

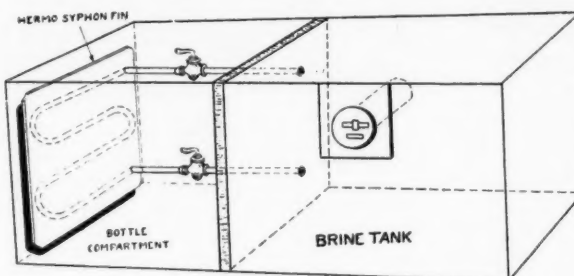
Pacific Coast: Van D. Clothier, 1015 E. 16th, Los Angeles, Calif.

Export: Borg-Warner International Corp., 310 S. Michigan Ave., Chicago, Ill.

Servicing Ice Cream Cabinets and Other Low Temperature Equipment

By Arch Black and Dean C. Seitz

Fig. 3 - - Combination Cabinet



Combination ice cream cabinet and bottle cooler using the thermo-syphon hookup.

Editor's Note: This is the second instalment of a new section on ice cream cabinet servicing in the series of articles which cover servicing of all types of low temperature refrigeration equipment for use in retail business. Most of the information will consist of a tabulation of the complaints and service remedies for the three main types of ice cream cabinet refrigeration systems.

cause corrosion of the coating. For galvanized iron tanks use ¼ ounce of sodium chromate for each gallon of brine.

Combination Ice Cream Cabinets

Combination cabinets used for the storage of both ice cream and bottled goods have been built by all major manufacturers. Fig. 3 shows a typical construction for this type of cabinet. It uses a low side float evaporator for the refrigeration of the ice cream.

The bottle storage compartment is refrigerated by means of a separate brine circuit piped from the main ice cream brine tank. The circulation of brine through the bottle storage compartment is produced by the thermo-syphon effect.

Thermo-syphon merely means circulation due to the difference in weight between the cold brine in the ice cream cabinet tank and warmer brine in the bottle storage compartment. The warm brine rises and the colder brine sinks creating a definite circulation through the brine lines of the bottle storage compartment. The flow of brine which in turn controls the temperature of the bottle storage compartment is controlled manually by means of hand valve in the brine line.

Service Calls

Service calls on low side float ice cream cabinets of any manufacture may be classified under general headings. These headings are the conditions which are noted by the user of the equipment and indicates to him that the equipment is not operating properly.

A call for service will fall under one or more of the headings which will be used in the following service analyses. This is usually the only clue given to the service engineer as to the nature of the trouble. Under these headings will be listed the various causes which may result in the conditions described by the owner, together with the symptoms and remedies for each.

The first step which should be taken on any service call is to install both low side and high side pressure gauges, properly calibrated, whenever a service call is made. Even though only a minor repair or adjustment is needed, it is advisable to make a complete inspection.

Check such minor points as the belt, motor oiling, and cleanliness of the condenser on air cooled installations. By so doing trouble that may be developing may be corrected before it is serious.

Mechanics Moved So That Passersby Can See Them Work

MADISON, Wis.—Efficiency has been increased and operating costs reduced by moving the shop and repair department to the first floor showroom area, reports Al Meinke, operator of Al Meinke Refrigerator Service Co., 1639 Monroe St. here.

Through the store's front windows passersby can watch mechanics working at benches which line a side and rear wall of the space formerly occupied by a display of new and used appliances. Used appliances have been shifted to a new downstairs display room.

"We have built our business on service and we want to inspire confidence in our service with users of mechanical equipment," Mr. Meinke said, in explaining the move.

Drop-In Unit Can Be Used To Cool Any Milk Cabinet

SPRINGFIELD, Mass.—Milk cooling costs can be cut from 48 to 70% with the new drop-in unit for milk coolers developed by Westinghouse Electric & Mfg. Co., it is claimed.

Comparatively high water temperatures, rapid heat transfer, positive directed circulation, constant high water level, low heat leakage of the cabinet, and efficiency of the hermetically sealed condensing unit contribute to the economy of the unit, it is said.

Variation of less than 1° is claimed. Milk is cooled from body temperature to below 50° F. within one hour.

Drop-in units are available for use with any well insulated cabinet, or cabinets equipped with these units are available in capacities of two to six 10-gallon cans.

A-B Starters Include Some New Features

MILWAUKEE—Three-way handle-locking arrangement and a compact, high capacity disconnect switch are included in the new Bulletin 712 combination starters introduced by Allen-Bradley Co. to replace the former 712 starters.

The disconnect switch lever is located in the front instead of on the side of the cabinet to save space. The lever has three positions: "off," "open," and "on." The cover cannot be opened unless the lever is "open."

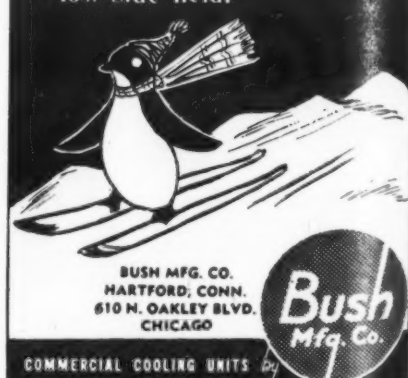
Safety feature is provided by three holes for padlocks in the disconnect switch lever at "off" position. An electrician, mechanic, and millwright may each insert padlocks, and the switch cannot be closed until all three padlocks are removed. The cover can be padlocked independently of the operating lever.

New Bulletin 712 starters are available in ratings ranging from 2 hp., 220-440-550 volts for the Size 0 starter to 30 hp., 220 volts and 50 hp. 440-550 volts for the Size 3 starters.

FIRST AGAIN



The New Bush Plastic Cooler . . . first application of plastics to the low-side field.



BUSH MFG. CO.
HARTFORD, CONN.
610 N. OAKLEY BLVD.
CHICAGO

Bush
Mfg. Co.

COMMERCIAL COOLING UNITS

YOU CAN CASH IN ON THESE Sensational DISPLAY CASE VALUES

Now—with Midwest's volume production again expanded—prices are arranged to make these beautiful, quality-built display cases greater values than ever! That means they're even easier to sell! Two lines—all-porcelain DeLuxe line and Leader line with Dulux exterior—fill every need.

Write at once for full details.

Midwest

MFG. COMPANY • GALESBURG, ILLINOIS
EXPORT DIVISION, MERCHANDISE MART, CHICAGO



"If it's Midwest-built, it's better built"



Midwest's 8' All-Porcelain Model MC-8

Appointments & Promotions

E. R. Harrigan Takes G-E Kopf In Newly Created Sales Engineering Post Wesco Promotion Job

NEW YORK CITY—E. R. Harrigan, Jr. has been appointed to the sales engineering staff of the General Electric appliance and merchandising division here. Mr. Harrigan will work with G-E distributors on commercial refrigeration equipment in metropolitan New York, part of Connecticut, and part of New Jersey, and will contact architects, engineers, and contractors for the G-E line of central-plant air conditioning equipment.

Mr. Harrigan was formerly associated with the Frigidaire branch of Detroit as air conditioning engineer, and later with Harrigan & Reid, heating and air conditioning contractor, also of Detroit.

Buck and Hershey Move To Nelson & Co.

BALTIMORE—William C. Buck, for the past two years a member of the sales staff of the Baltimore division of Southern Wholesalers, Inc., Norge distributor, who resigned recently, has been appointed to the sales staff of Nelson & Co., Gibson distributor. He will assist in covering metropolitan Baltimore.

Herbert C. Hershey also has been appointed to the sales staff of Nelson & Co. to serve the Eastern Shore and western Maryland areas. Mr. Hershey was formerly with the Baltimore branch of General Electric Supply Corp.

Lou Pelzman Opens Own Appliance Outlet

WASHINGTON, D. C.—Lou Pelzman, veteran of the wholesale refrigeration and major appliance field of both the Washington and Baltimore markets, has opened a major appliance shop of his own at 1218 H St., N.W., under the name of Pelzman Electric Co. Featured are Hotpoint refrigerators and major appliances, Motorola radios, and Bendix home laundry equipment.

Mr. Pelzman formerly was connected with the Baltimore branch of Frigidaire, and was also manager of the Electric Shop, refrigeration and appliance shop at The Hub department store, Baltimore. In recent years he was a member of the sales organization of Simon Distributing Corp., Hotpoint distributor.

Hadlock To Promote S.A. Sales For RCA

CAMDEN, N. J.—Perry Hadlock, since 1939 manager of radio receiver sales for General Electric Co., has joined the International Division of RCA Mfg. Co. to engage in the promotion of the company's products in the Latin-American markets. Mr. Hadlock surveyed many of these markets while radio commercial engineer for G-E, a position he held from 1935 to 1939.

Henry Rainwater Buys Burrow's Appliance

WALNUT RIDGE, Ark.—Henry Rainwater has purchased Burrow's Appliance Store here. Andrew Ponder, who has been manager of the store for some time, will be retained.

CHICAGO—C. M. Kopf has been appointed apparatus and supply sales promotion manager of the northwestern district of Westinghouse Electric Supply Co., with headquarters in Chicago. Prior to his transfer, Mr. Kopf was merchandise promotion manager in Chicago.

Mr. Kopf is the first to hold this new position, which was created in response to increased business activity.

Arthur Schumacher Joins Philco Chicago Staff

CHICAGO—Arthur F. Schumacher, formerly Chicago representative and sales manager of the Empire, Ltd., Rockford, Ill., has joined the Philco organization here as sales and promotional representative on the company's complete line of products, including radios, refrigerators, and room coolers.

Paul Fox Changes Jobs In Dallas

DALLAS, Tex.—Paul C. Fox, formerly associated with A. Harris & Co., Dallas department store, and Schoellkopf Co., wholesaler, has been named manager of the air conditioning and heating department of the Murray Co. here.

W. G. McClelland of Downes-Smith Dies

STAMFORD, Conn.—W. Gaylord McClelland, 52, sales supervisor for Downes-Smith Co., Frigidaire dealership, died April 28.

Mr. McClelland had been with the firm since 1931, except for a brief time during 1933-34 when he worked the New York territory. Prior to joining Downes-Smith, he was connected with the old Domestic Electric Co. operated by Winston Paul in New York City and Newark, N. J. Previously he had been a sales manager for Delco Light Products in Schenectady, N. Y.

Burial was in Pine Ridge Cemetery at Saranac Lake, N. Y.

Steffensmeyer Officer of Credit Men's Group

LINCOLN, Neb.—W. C. Steffensmeyer, manager of the Sidles Co., distributor of packaged air conditioning units, refrigerators, and other appliances, has been elected secretary-treasurer of the Lincoln Association of Credit Men, an organization of wholesalers.

Jay Cohen Opens New Store In Pine Bluff

PINE BLUFF, Ark.—Jay Cohen has opened a new Oklahoma Tire & Supply Co. Association store here handling Leonard refrigerators, General Electric appliances, Apex washers, and Admiral radios.

Beatty With Dallas Firm

DALLAS, Tex.—Dale Beatty has joined the sales staff of Dallas Engineering Co., air conditioning contractor.

Models of Kitchen Show How Finished Room Will Appear

BRIDGEPORT, Conn.—General Electric's Home Bureau now is playing house—with a purpose.

By neatly fitting doll-sized refrigerators, ranges, sink units, and cabinets into varied types of kitchen ensembles, and then photographing them at close range, the G-E Home Bureau now is able to give each prospective owner a full-size black and white photograph showing just how his new or remodeled kitchen will look upon completion.

C. E. Stuart, manager of the Home Bureau, dreamed up this idea of a "crystal ball" for home builders when he started worrying about the fact that blue prints and drawings conveyed nothing of the gleaming beauty of the finished product. Even showing a prospective builder a picture of some one else's completed kitchen—even though it is approximately the same—does not do the trick.

So today the Home Bureau has quite a collection of miniature models ranging all the way from G-E kitchen appliances through pots, pans, flowers, vases, books, and everything that conceivably could have a place in the complete and well-planned kitchen. Every miniature is built to exact scale.

No detail is overlooked. Even a realistic miniature background is arranged behind the windows in the miniature kitchen walls so that the view shows "the house next door."

Distributor Executives 'Sell' Themselves on a Display



Crumpacker Distributing Corp. of Houston has done an outstanding job on Philco refrigerators. Here officers of the firm look over a model display on the showroom floor. Left to right are Bill Elledge, sales department; A. B. Covington, vice president; E. L. Crumpacker, president; A. W. Royder, sales department; L. W. Kohlman, secretary.

Guilford Co. Moves Into Appliance Field

BALTIMORE—The Guilford Co., clothing and furnishings store, has expanded its activities into the refrigeration and radio field. Crosley Shelvador refrigerators will be sold.

Champagne's Moves

ALBANY, N. Y.—Champagne's, General Electric and Frigidaire dealership, has moved to new salesrooms at 18 S. Pearl St. Former location was on Beaver St.

Homer Reeve To Manage Sales For Easy

SYRACUSE, N. Y.—W. Homer Reeve has been appointed acting sales manager of Easy Washing Machine Corp. to take over the duties of J. J. Nance, Easy vice president in charge of sales who recently resigned to take an executive sales position with Zenith Radio Corp.

Mr. Reeve, formerly a sales executive with Frigidaire's household division, has for the last two years been in charge of the major dealer development program at Easy.

IT IS EASY TO UNDERSTAND ABOUT ALUMINUM AND DEFENSE

THE WHOLE THING BOILS DOWN to two simple questions:

1. How much aluminum are America and England going to need?

There is only one answer: The democracies must have *all the aluminum it takes to win*, and nobody knows how much that is.

2. How fast is aluminum needed?

We don't know, for sure, but just as fast as the aircraft plants, munition plants, shipyards, and the like, can be expanded to use aluminum and other materials for defense purposes.

THOSE IN AUTHORITY IN WASHINGTON are putting together, day by day, expert estimates of what all these defense industries are going to need, month by month, clear to the end of 1942. These estimates, as issued, are our book of rules.

FOR MONTHS WE HAVE BEEN, and are now, delivering aluminum for defense purposes far in excess of that called for by prior estimates.

DEFENSE IS NOW TAKING from us over 40 million pounds a month. Every American ought to have a picture of just how much aluminum that is; here it is:

Peace-time America, during the nine years from 1930-8, could find use for only 14 million pounds a month from us.

In the busy year of 1939 we had to make only 27 million pounds a month to satisfy the civilian needs of this prospering country.

Suddenly, defense alone needs 40 million a month! 14 million (civilian), to 27 (civilian), to 40 (defense) and soon to 50 and beyond!

* * * *

YOU CIVILIAN USERS of aluminum are grand people.

THE WAY YOU ARE DOING WITHOUT aluminum until producers can catch up again with civilian uses is typically American. We are sincerely grateful for your understanding.

IN THIS RECESS you are having to scramble for RECESSITIES—other materials which just don't fill the bill 100%, because there is no pat substitute for aluminum.

IT'S TOUGH ON YOU and it's hard on us to have to turn away temporarily from the friends and pursuits of a lifetime.

WE HAVE NOT TURNED OUR BACKS!

WE INTEND that no civilian shall have to forego the things aluminum can do best one minute longer than we can help.

ALUMINUM COMPANY OF AMERICA

ALUMINUM, DEFENSE, AND YOU



3

It's June Again, Folks



Ernie Rezeau, assistant sales manager of the Mills refrigeration division, prepares for his "promotion" to the ranks of married men (due to take place June 28 with Miss Lois Behnke assisting) by practicing the wedding march.

You Can Be An

Of Special Timeliness

NOW, when you must increase efficiency, when more problems must be solved, and possibly with fewer heads to help, this comprehensive guide to better storekeeping is of inestimable value to you.

"Appliance Advertising & Merchandising" is not a textbook. And it is not meant to be a reference book, although many readers will undoubtedly use it as such to good advantage.

Its straight-forward down-to-earth writing shows how to advertise and get results.

Mr. Mangan's warm, friendly style probably arises from the fact that he has written his discussion of promotion, selling, and storekeeping problems as he might have "talked" them to any of the multitude of dealers whom he has been helping in the past dozen years.



**For Dealers, Sales
Managers, Distributors**

Read It



Just Off the Press

164 pages, written
in a warm, friendly
style, well-illustrated.

Appliance Dealer

This book is simply the pouring out, in written form, of one man's experience of more than a dozen years in every phase of major appliance selling, promotion, and advertising.

He gives you, in words and in pictures, the practical methods, formulas, special tricks and stunts that have proved successful in a long career in appliance advertising and merchandising.

The book tells, for example, how to answer the advertising solicitor for the lodge weekly. It gives a formula for keeping advertising expenditures within an established budget.

It explains not only how to buy advertising space in publications, but warns dealers how to get the best positions for their advertising—and what and what not to say in their copy. It suggests tricks in buying and using signs, when to use billboard advertising, and devotes considerable space to "why, how, and when" to use radio time.

Business News Publishing Co., 5229 Cas

g the First to Profit

APPLIANCE

APPLIANCE

*Advertising +
Merchandising*
Advertising + Merchandising

MANGAN

by R. E. MANGAN



Arm Your Experience

- Quick facts about newspaper advertising
- Step-by-step preparation of advertisements
- Help on radio commercials
- Pointers on billboards
- Store activities that develop prospects
- Ways to profit with price leaders
- Direct mail campaigns that work

"Appliance Advertising & Merchandising" is the first book of its kind ever to be published. It is well-bound in a blue cloth cover. Convenient size—9 x 6 inches—makes it easy to use at your desk. Produced by the publishers of Air Conditioning & Refrigeration News and The Refrigeration Library.

Send For Your Copy of the First Edition **NOW Only \$2.00**

Business News Publishing Co.
5229 Cass Ave., Detroit, Mich.

Date.....

Gentlemen: Please send my copy of "APPLIANCE ADVERTISING & MERCHANDISING" to:

Name

Address

City State

☐ \$2 enclosed.☐ Send C.O.D., I'll pay postman.

Dealers Demanded It!

The section on "good storekeeping" has a multitude of tips that can prove valuable. And the final chapter, in which he analyzes why some dealers succeed and others fail, will strike home to every appliance retailer.

Mr. Mangan's experience in electric refrigerator and range selling covers practically the entire development of the electric refrigerator and range selling.

After graduation from the University of California, he worked in a variety of jobs, including mining and a around-the-world tour with his college orchestra.

He joined the George Belsey Co., Ltd., a southern California and Arizona distributor for the General Electric Company, the distributor's second year of business. Starting as a retail salesman he got valuable experience on the job. With selling, he combined a "checkup"

on consumers and dealers (house-to-house surveys, checking dealer windows and signs, and the use of sales training material).

In 1932, he became advertising manager, a position he has held since. At the time he got the job, the firm was one of the largest retail appliance organizations in the west, with 16 or 18 stores.

Then the Belsey company swung to straight wholesaling of appliances. Mr. Mangan set up shop to give the same retail advertising and merchandising service to a couple of hundred dealers that he'd been giving to the company's own group of retail stores. A supplementary development was a cooperative dealer advertising plan, perhaps the first in the country.

The things that have made Mr. Mangan's advertising and merchandising efforts successful are given to you between the covers of this book.

Cass Ave., Detroit, Mich.

Air Conditioning & REFRIGERATION NEWS

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Established 1926 and registered as
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F. M. COCKRELL, Founder

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America Needs More Steel Capacity

AIR CONDITIONING and refrigeration manufacturers today are finding it more and more difficult to get supplies of raw materials because several months ago their suppliers won an argument.

The question was: Will there be enough steel, aluminum, copper, etc. to supply America's rearmament needs plus non-defense requirements? Suppliers went out on a limb and answered: Yes.

Today's events are proving them wrong, tragically wrong.

NEW REQUIREMENTS UPSET ESTIMATES

There may be some excuse for their bad estimates in the fact that few, if any, prognosticators knew just how much of the various metals would be required in our own rearmament plus lend-lease aid-to-Britain.

It is true that Britain's requirements have been vastly augmented recently. It is also true that bombers are getting bigger, and we're wanting a lot more of 'em.

It is also true, however, that the steel makers in particular have been hoggishly refusing to expand their production facilities because they don't want to be left with burdensome excess capacity at the end of the war.

MANUFACTURERS WILL FIND SUBSTITUTES

These steel makers, it seems to us, are being unbelievably short-sighted. (We are not invoking patriotism here—nothing but sheer self-interest.) If they don't expand their capacity now, steel makers will have even greater overcapacity after the war than they will have if they do expand now.

This seeming paradox is accounted for by the fact that refrigeration and air conditioning manufacturers won't take metals shortages lying down. They aren't going to close their doors and go fishing just because their

suppliers made some bum guesses last winter. They will find substitutes.

The substitutes they find for steels and other metals will naturally have to be economical and easy to obtain. In many cases they may prove to be definitely superior to the materials they replaced. And after the industry has worked with these substitutes for awhile, it may develop quite an affinity for them. Steel and other now-scarce materials may find themselves crowded out of one of their biggest markets.

So, to prevent overcapacity after the war, the steel makers had better protect some of their present markets, lest these markets be lost to steel permanently.

America needs more steel capacity. And, for their own best self-interest, the steel makers need additional capacity, too.

A. D. Rose Studies The Tax Problem

EVERYONE is agreed that sources must be found for additional Federal revenue in 1942, and that such additional revenue must be obtained from taxes which will be assessed, first, on the ability of the taxpayer to pay and, second, from those whose incomes benefit most from the rearmament program. Also, that the tax measure must function to prevent inflation.

It seems obvious that all the intelligence the nation can command should be brought to bear on this pressing problem. Therefore, it is particularly gratifying to find that executives in the refrigeration and air conditioning field are giving some thought to how it can be solved. Specifically, we have before us a proposal by A. D. Rose, sales manager of the James P. Marsh Corp., which he feels will best serve the objectives of the Personal Income Tax section of the new measure. Here is his proposal:

WHAT ROSE PROPOSES FOR TAXES

"(a) The base tax to be left unchanged, with the exception of lowering the personal exemption to some extent.

"(b) The surtax to be left substantially unchanged with the exception of lowering the level at which surtaxes start.

"(c) The Defense Tax to be radically revised so as to provide most of the increase in revenue, the individual rate to be calculated in proportion to the ratio of income in 1941 as compared to 1940. The increase to be small on incomes which show little or no change. On incomes which have gone up, the rate to scale up until in some cases the Defense Tax will be several hundred per cent of the base tax for those individuals whose incomes have shown a considerable increase."

In support of his proposal Mr. Rose contends that:

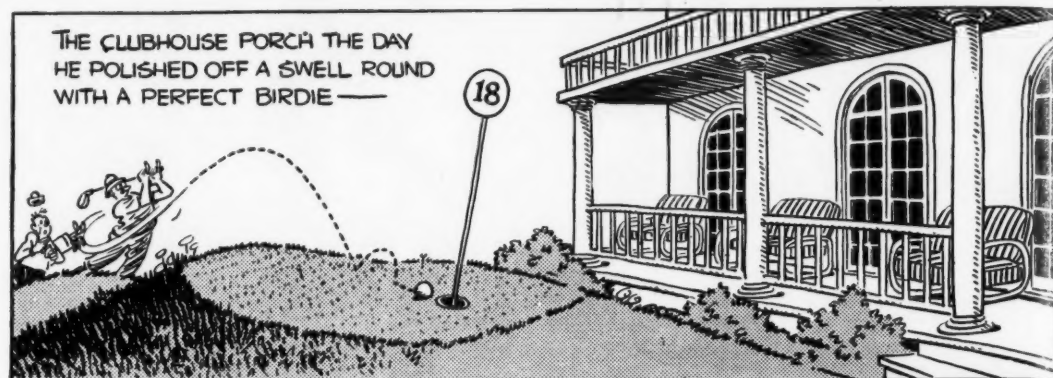
MORE INCOME MEANS MORE TAXES

"Under this plan, taxpayers who have not benefited financially from the rearmament program will pay a small proportion of the increased tax burden; whereas those individuals whose incomes have benefited will pay most of the increased tax. This will apply in all income brackets.

"Certainly every taxpayer who en-

They'll Do It Every Time

By Jimmie Hatlo



joys a greater income this year over last year, whether small or large, will willingly pay what is required of him.

"Another benefit to be derived from this plan is that individuals who were unemployed last year need not be hit too hard, as special provisions can be made for them."

Suppose we examine the proposal in terms of YIELD IN TAXES, EASE OF ADMINISTRATION OR COLLECTABILITY, EFFECT ON NATIONAL ECONOMY, and ADAPTABILITY TO SOCIAL AIMS.

HIGH RATES ON INCREASES

It seems reasonable to assume that the yield in taxes could be very substantial under such a measure since it calls for high rates on increases in personal income, and there is every evidence that there are and will be many big increases.

This proposed plan would avoid some of the disrupting effects on the national economy which are inherent in many high-tax measures. For example, high taxes on normal incomes prevent orderly retirement of the long term debts which have been contracted by the individuals receiving and expecting the income.

New income, over and above normal, would seemingly be less committed to long term debt, and taxes on such income would interfere less with the normal debt retirement which is essential to sound national economy. More specifically, a life insurance company needs to collect on its home mortgages in an orderly fashion if it is to remain in a position to pay claims as they become due.

POSSIBLE RESULTS OF PROPOSAL

As for its adaptability to social aims, such a tax measure would require little downward adjustment of living standards, and would tend to take away the profits of defense preparations, the "blood money" which some are making while others serve their country for \$21 a month.

There are, however, problems which would need attention, were such a measure to be introduced. Some of its drawbacks, which perhaps could be eliminated while retaining the basic elements of the proposal, are: the tax would seemingly work in some instances to take a bigger share of the small income than of the larger

one; the man with less physical wealth to protect might pay the higher bill for protecting it; the man who, without relation to defense business, has "finally arrived" at a good job might be unjustly deprived of his reward; long hours of overtime and long hours of study to learn defense work might be discouraged as profitless.

Every tax proposal has its drawbacks. Those suggested here are intended in no way to detract from the proposal Mr. Rose has made. Rather, they are meant as a compliment to the work he has done, and as an encouragement to more general interest in the method by which we are to raise defense moneys.

Mr. Rose's proposal is outstanding in going directly to increasing incomes as the answer to payment for defense activity. While our defense program calls for close to twenty billions of dollars this year, we should remember that national income this year will be perhaps twenty billions above that of the middle 1920's and will certainly be thirty-five to forty-five billions above that of 1933.

Paying for defense will be a terrific job, there's no doubt of that, but if we give our best thought to how it can be done and our wholehearted effort to doing the job, there is no reason to fear that we shall not be successful.

LETTERS

CAN'T GET ALONG WITHOUT IT

Electric Refrigerator Service
357 Delmar Pl.
Syracuse, N. Y.

Sirs:

I have received the NEWS for about 10 years, and I don't feel that I can get along without it in my business, because it has everything in it that a serviceman could ask for.

Enclosed please find my check for \$4. I have been so busy lately because Uncle Sam took my helper away, but more power to him.

FRITZ HARDER

'I'M WELL PLEASED WITH MANUALS'

Spring Road
Adams, Mass.

Sirs:

You may also send me C.O.D. Manual No. C-1 by K. M. Newcum on Commercial Refrigeration.

Have received other two manuals and wish to say that I'm well pleased with same.

HERBERT A. LENZ

SPECIFICATIONS OF CURRENT HOUSEHOLD ELECTRIC RANGE MODELS

On these pages the News presents, for the first time anywhere, comparative specifications of 21 current makes of household electric ranges, comprising 110 models, and covering the products of leading range manufacturers representing all sections of the United States.

Although realizing that future demands of the national defense program may exert influences of considerable magnitude on the electric range market, the News nevertheless feels that there is at present definite need for comparative data on this type of equip-

ment, especially as a service to retail dealers, many of whom are now, for the first time, gearing up to do a volume job on ranges.

Specifications presented here were furnished by the manufacturers of the various lines represented, in response to a questionnaire sent out by the News. In making up this questionnaire, we received the assistance of several of the leading range manufacturers, who were kind enough to offer valuable suggestions as to what specific information such a tabulation should include.

So far as was possible, all of

these suggestions were incorporated into the specifications in their final form.

Since these comparative figures on current electric range models are intended primarily for use by the salesman, rather than the engineer, no attempt has been made to make them all-inclusive as to construction and operating details. Most sales points, however, are covered, and the tabulations have been arranged to make cross-checking of features as quick and convenient as possible.

This being the first attempt at tabulating such specifications,

there probably are several points at which these figures can be made more complete. The News will welcome any suggestions as to how this might be done.

Following is an index to the electric range models represented in this tabulation:

| Make of Range | Page |
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CAVALIER

| | | | | | |
|---|------------------------------------|----------|----------|----------|----------|
| Name of Manufacturer | Cavalier Corp., Chattanooga, Tenn. | | | | |
| Model No. | K-12 | K-35 | K-36 | K-44 | K-45 |
| Price (Suggested list price F.O.B. factory) | \$79.50 | \$109.50 | \$129.50 | \$149.50 | \$189.50 |

GENERAL:

| | | | | | |
|-------------------------------------|---------------|-----|-----|-----|-----|
| Exterior Dimensions: | | | | | |
| Width (Inches) | 22½ | 40½ | 40½ | 40½ | 40½ |
| Depth (Inches) | 24 | 24 | 24 | 24 | 24 |
| Height to Cooking Platform (Inches) | 36 | 36 | 36 | 36 | 36 |
| Type or Style | Cabinet | | | | |
| Body Construction | 1-Piece Steel | | | | |
| Exterior Finish: Cooking Top | Porcelain | | | | |
| Body | Porcelain | | | | |
| Interior Finish | Porcelain | | | | |
| Hardware | Chrome | | | | |
| Appliance Outlet Location | Backguard | | | | |

SURFACE UNITS:

| | | | | | |
|-----------------------------|------------------|------|------|----------|--------|
| Type | Enclosed Coil | | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 |
| Number of Heats | 5 | 5 | 5 | Infinite | 5 |
| Wattages Large Unit: High | 2100 | 2100 | 2100 | 2100 | 2100 |
| (2) | 1050 | 1050 | 1050 | to | to |
| (3) | 525 | 525 | 525 | Lowest | Lowest |
| (4) | 262 | 262 | 262 | of | of |
| (5) | 131 | 131 | 131 | 105 | 105 |
| Wattages: Other Units: High | 1250 | 1250 | 1250 | 1250 | 1250 |
| (2) | 625 | 625 | 625 | to | to |
| (3) | 312 | 312 | 312 | Lowest | Lowest |
| (4) | 156 | 156 | 156 | of | of |
| (5) | 78 | 78 | 78 | 62 | 62 |
| Well Cooker: Unit Type | Open Coil | | | | |
| Number of Heats | 5 | 5 | 5 | 5 | 5 |
| Wattages: High | 800 | 800 | 800 | 800 | 800 |
| (2) | 400 | 400 | 400 | 400 | 400 |
| (3) | 200 | 200 | 200 | 200 | 200 |
| (4) | 100 | 100 | 100 | 100 | 100 |
| (5) | 50 | 50 | 50 | 50 | 50 |
| Cooker Accessories | Trivet | | | | |
| Timed? | Can Be | | | | |
| Switch Panel Location | Front | | | | |
| Flush or Recessed | Flush | | | | |
| Switch Type | 6-Pos. Rev. Rot. | | | | |
| Surface Signal Light(s) | No | | | | |

OVEN:

| | | | | | |
|---|------------------|------|------|------|------|
| Inside Gross Dimensions (Nema): | | | | | |
| Height (Inches) | 16 | 16 | 16 | 16 | 16 |
| Width (Inches) | 16 | 16 | 16 | 16 | 16 |
| Depth (Inches) | 19 | 19 | 19 | 19 | 19 |
| Inside Usable Dimensions (Inches) | 13¼ x 14¼ x 18½ | | | | |
| Number of Units | 1 | 2 | 2 | 2 | 2 |
| Type of Units | Open Coil | | | | |
| Wattages: Upper Unit: Preheat | 2000 | 2000 | 2000 | 2000 | 2000 |
| Speed Broil | 3200 | 3200 | 3200 | 3200 | 3200 |
| Broil | 2000 | 2000 | 2000 | 2000 | 2000 |
| Bake | 300 | 300 | 300 | 300 | 300 |
| Wattages: Lower Unit: Preheat | 3200 | 2500 | 2500 | 2500 | 2500 |
| Broil | 3200 | 2500 | 2500 | 2500 | 2500 |
| Bake | 3200 | 2500 | 2500 | 2500 | 2500 |
| Type of Thermostat | Liquid Expansion | | | | |
| Thermostat Range (°) | 150° to 550° | | | | |
| Oven Shelves: Finish | Nickel | | | | |
| Insulation Material | Glass Wool | | | | |
| Top (Inches) | 3 | 3 | 3 | 3 | 3 |
| Sides (Inches) | 2½ | 2½ | 2½ | 2½ | 2½ |
| Door (Inches) | 1½ | 1½ | 1½ | 1½ | 1½ |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema) | 480 | 480 | 480 | 480 | 480 |
| Pilot Lights: Number | 1 | 1 | 1 | 1 | 1 |
| Oven Illumination | Aluminum | | | | |
| Broiler Pan | 3 | | | | |
| Number Utility Drawers (Incl. Warmer) | 3 | | | | |
| Warmer Unit Type | Enclosed Coil | | | | |
| Watts | 300 | 300 | 300 | 300 | 300 |
| Control | Switch | | | | |
| Signal Light | .. | | | | |

ADDITIONAL FEATURES:

| | | |
|------------------------------|----------|----------|
| Cooking Top Light | Optional | Standard |
| Timer | Optional | Standard |
| Minute Minder | Optional | Standard |
| Condiment Set | Optional | Standard |
| Extra Oven | .. | .. |
| Extra Broiler | .. | .. |
| Other Accessories Not Listed | .. | .. |

CRAWFORD

Walker & Pratt Mfg. Co., Watertown, Mass.
106—Belmont

| | |
|--------------------------|--------------------------|
| 40% | 40% |
| 26 | 26 |
| 36 | 36 |
| Base | Base |
| All Welded Steel | All Welded Steel |
| Acid-Resistant Porcelain | Acid-Resistant Porcelain |
| Porcelain Enamel | Porcelain Enamel |
| Porcelain Enamel | Porcelain Enamel |

Chrome and White Backsplasher

Tuttle & Kift

| | |
|------------------------|------------------------|
| 3 | 3 |
| 5 | 5 |
| 2200 | 2200 |
| 1100 | 1100 |
| 1100 | 1100 |
| 550 | 550 |
| 275 | 275 |
| 137 | 137 |
| 1300 | 1300 |
| 650 | 650 |
| 325 | 325 |
| 162 | 162 |
| 81 | 81 |
| Open | Open |
| 5 | 5 |
| 800 | 800 |
| 450 | 450 |
| 200 | 200 |
| 87 | 87 |
| 50 | 50 |
| Inset Pan, Fryer | Inset Pan, Fryer |
| Front Flush | Front Flush |
| Rotary—Silver Contacts | Rotary—Silver Contacts |

16

16

18½

11 x 15½ x 18½

2

Wire Frame

2400

2000

400

2000

2000

Hydraulic

75° to 550°

Cadmium

Glass Wool

1

2½

1½

1

Porcelain Enamel

..

Optional

Optional

Optional

Choice of 3 Heat Ends—

A—With Oil Burner,

B—Coal, C—For Oil, Less

Oil Burner.

CROSLEY

Crosley Corp., Cincinnati, Ohio

| | | | |
|----------|----------|---------|---------|
| E-1129 | E-1169 | E-184 | E-199 |
| \$139.95 | \$179.95 | \$84.95 | \$99.95 |

| | | | |
|----|----|----|----|
| 40 | 40 | 20 | 36 |
| 24 | 24 | 24 | 24 |
| 36 | 36 | 36 | 36 |

| | |
|---------------------------------|---------------------------------|
| Welded | Welded Wrapper |
| White Acid-Resisting Porcelain | White Acid-Resisting Porcelain |
| Syn. Porc. | Synthetic |
| White Stippled Porcelain Enamel | White Stippled Porcelain Enamel |

White Plastic with Chrome Backguard

Tuttle & Kift

| | |
|-----------------------------|-----------------------------|
| 3 | 3 |
| 5 | 5 |
| 2200 | 2200 |
| 1100 | 1100 |
| 550 | 550 |
| 275 | 275 |
| 137 | 137 |
| 1300 | 1300 |
| 650 | 650 |
| 325 | 325 |
| 162 | 162 |
| 81 | 81 |
| Open | Open |
| 5 | 5 |
| 800 | 800 |
| 450 | 450 |
| 200 | 200 |
| 87 | 87 |
| 50 | 50 |
| Trivet, Sauce Pan | Trivet, Pan |
| Yes | Yes |
| Front Flush | Front Flush |
| Bryant 5-Heat Balanced Load | Bryant 5-Heat Balanced Load |
| Yes | Yes |

15

15

19

11 h x 16½ w x 18½ d

2

Open

2750

2750

2750

2750

1800

1800

1800

1800

Hart With Selector Switch

200° to 500°

Bright Nickel

Fiberglass

2½

1½

1½

1

Yes

Porcelain Enameled Steel

3

Enclosed

350

Switch

..

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

Optional

CROWN

Crown Stove Works, Chicago, Ill.

| | | | |
|-----------|-----------|-------------|---------|
| Arden | Northwood | Kitchenette | Dinette |
| \$130.40* | \$190.00* | \$81.50 | \$59.95 |

| | | | |
|-----|-----|-----|-----|
| 38½ | 38½ | 19½ | 19½ |
| 26 | 32 | 21 | 21 |
| 36 | 37 | 36 | 36 |

| | |
|---------------------------------|---------------------------------|
| Porcelain on Steel, Spot Welded | Porcelain on Steel, Spot Welded |
| Acid-Resistant Porcelain Enamel | Acid-Resistant Porcelain Enamel |
| Vitreous Porcelain Enamel | Vitreous Porcelain Enamel |
| Porcelain on Ovens & Broilers | Porcelain on Ovens & Broilers |
| Japan on Storage Drawers | Japan on Storage Drawers |
| Chrome and Bakelite | Chrome and Bakelite |
| Front Manifold Panel | Front Manifold Panel |

Chromalox

Heatflo

| | |
|-----------------------|-----------------------|
| 2 or 3 and Cooker | 2 |
| 5 | 5 |
| 2000 | 2000 |
| 1400 | 1400 |
| 600 | 600 |
| 350 | 350 |
| 125 | 125 |
| 1500 | 1500 |
| 850 | 850 |
| 650 | 650 |
| 210 | 210 |
| 90 | 90 |
| Open Coil | Open Coil |
| Thermo. Control | Thermo. Control |
| 1000 | 1000 |
| Trivet, F. Basket | Trivet, F. Basket |
| Front Flush | Front Flush |
| Hart Diamond Switches | Hart Diamond Switches |
| 1 | 1 |

16

16

15

12 h x 14 w x 19 d

2

Open

2700

2700

DUTCH OVEN

Name of Manufacturer.....Globe-American Corp., Kokomo, Ind.

| Model No. | 7131E | 7231E | 5131E-S | 5131E-D | 5231E-S | 5231E-D |
|----------------------------------|---------|----------|----------|----------|----------|----------|
| Price (Suggested F.O.B. list)... | \$99.50 | \$149.50 | \$159.50 | \$189.50 | \$179.50 | \$209.50 |

GENERAL:

| | | | | | | |
|----------------------------------|---------------------------------|----|----|----|----|----|
| Exterior Dimensions: | | | | | | |
| Width (Inches) | 40 | 40 | 40 | 40 | 40 | 40 |
| Depth (Inches) | 26 | 26 | 26 | 26 | 26 | 26 |
| Height to Cooking Platform (In.) | 36 | 36 | 36 | 36 | 36 | 36 |
| Type or Style | Base | | | | | |
| Body Construction | Porcelain on Steel-Welded Body | | | | | |
| Exterior Finish: Cooking Top | Acid-Resisting Porcelain Enamel | | | | | |
| Body | Porcelain Enamel | | | | | |
| Interior Finish | Baked Synthetic | | | | | |
| Hardware | Chrome and Plastic | | | | | |
| Appliance Outlet Location | Backguard | | | | | |

SURFACE UNITS:

| | | | | | | |
|-----------------------------|---------------|------|------|------|------|------|
| Type | Tuttle & Kift | | | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 | 3 |
| Number of Heats | 5 | 5 | 5 | 5 | 5 | 5 |
| Wattages Large Unit: High | 2200 | 2200 | 2200 | 2200 | 2200 | 2200 |
| (2) | 1100 | 1100 | 1100 | 1100 | 1100 | 1100 |
| (3) | 550 | 550 | 550 | 550 | 550 | 550 |
| (4) | 275 | 275 | 275 | 275 | 275 | 275 |
| (5) | 138 | 138 | 138 | 138 | 138 | 138 |
| Wattages: Other Units: High | 1300 | 1300 | 1300 | 1300 | 1300 | 1300 |
| (2) | 650 | 650 | 650 | 650 | 650 | 650 |
| (3) | 325 | 325 | 325 | 325 | 325 | 325 |
| (4) | 160 | 160 | 160 | 160 | 160 | 160 |
| (5) | 80 | 80 | 80 | 80 | 80 | 80 |
| Well Cooker: Unit Type | Open | | | | | |
| Number of Heats | 5 | 5 | 5 | 5 | 5 | 5 |
| Wattages: High | 1150 | 1150 | 1150 | 1150 | 1150 | 1150 |
| (2) | 700 | 700 | 700 | 700 | 700 | 700 |
| (3) | 350 | 350 | 350 | 350 | 350 | 350 |
| (4) | 175 | 175 | 175 | 175 | 175 | 175 |
| (5) | 85 | 85 | 85 | 85 | 85 | 85 |

| | | | | | | |
|-------------------------|------------------------|--|--|--|--|--|
| Cooker Accessories | Trivet and Pan | | | | | |
| Timed? | .. | | | | | |
| Switch Panel Location | Backguard | | | | | |
| Flush or Recessed | Flush | | | | | |
| Switch Type | Rotary-Silver Contacts | | | | | |
| Surface Signal Light(s) | .. | | | | | |

OVEN:

| | | | | | | |
|--|--------------------------------|------|------|------|------|--------|
| Inside Gross Dimensions (Nema) | | | | | | |
| Height (Inches) | 15 | 15 | 15 | 15 | 15 | 15 |
| Width (Inches) | 16 | 16 | 16 | 16 | 16 | 16 |
| Depth (Inches) | 19 | 19 | 19 | 19 | 19 | 19 |
| Inside Usable Dimensions (In.) | | | | | | |
| Number of Units | 2 | 2 | 2 | 2 | 2 | 2 |
| Type of Units | 2 Open | | | | | |
| Wattages: Upper Unit: Preheat | 3000 | 3000 | 2200 | 2200 | 2200 | 2200 |
| Broil | 3000 | 3000 | 3400 | 3400 | 3400 | 3400 |
| Bake | 300 | 300 | .. | .. | .. | .. |
| Wattages: Lower Unit: Preheat | 1600 | 1600 | 2400 | 2400 | 2400 | 2400 |
| Broil | 1600 | 1600 | 2400 | 2400 | 2400 | 2400 |
| Bake | 1600 | 1600 | 2400 | 2400 | 2400 | 2400 |
| Type of Thermostat | Wilcolator Hydraulic | | | | | |
| Thermostat Range (°) | 150° to 550° | | | | | |
| Oven Shelves: Finish | Dull Nickel | | | | | |
| Insulation Material | Rock Wool | | | | | |
| Top (Inches) | 4 | 4 | 4 | 4 | 4 | 4 |
| Sides (Inches) | 2 | 2 | 2 | 2 | 2 | 2 |
| Door (Inches) | 2 | 2 | 2 | 2 | 2 | 2 |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema)... | .. | .. | .. | .. | .. | .. |
| Pilot Lights: Number | 1 | 1 | 1 | 1 | 1 | 1 |
| Oven Illumination | .. | .. | .. | .. | .. | .. |
| Broiler Pan | Blue Porcelain and Nickel Rack | | | | | |
| Number Utility Drawers (Including Warmer)..... | 1 | 3 | 3 | 3 | 3 | 3 |
| Warmer Unit Type | .. | .. | .. | .. | .. | Closed |
| Watts | .. | .. | .. | .. | .. | 325 |
| Control | .. | .. | .. | .. | .. | Off-On |
| Signal Light | .. | .. | .. | Yes | .. | Yes |

ADDITIONAL FEATURES:

| | | | | | | |
|------------------------------|----|----|----|-----|----|----|
| Cooking Top Light | .. | .. | .. | Yes | .. | .. |
| Timer | .. | .. | .. | Yes | .. | .. |
| Minute Minder | .. | .. | .. | Yes | .. | .. |
| Condiment Set | .. | .. | .. | Yes | .. | .. |
| Extra Oven | .. | .. | .. | .. | .. | .. |
| Extra Broiler | .. | .. | .. | .. | .. | .. |
| Other Accessories Not Listed | .. | .. | .. | .. | .. | .. |

ELECTROMASTER

Electromaster, Inc., Detroit, Mich.

| Model No. | 16-1 | 15-1 | 14-1 | 11-1 | 41-1 | T41-1 | 39-1 | T39-1 |
|----------------------------------|----------|----------|----------|---------|---------|---------|---------|---------|
| Price (Suggested F.O.B. list)... | \$179.50 | \$149.50 | \$124.50 | \$99.50 | \$73.60 | \$79.90 | \$64.90 | \$71.20 |

| | | | | | | | |
|----|----|----|----|----|----|----|----|
| 40 | 40 | 40 | 40 | 21 | 21 | 21 | 21 |
| 24 | 24 | 24 | 24 | 24 | 24 | 24 | 24 |
| 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

| | | | | | | | | |
|-----------------------|---------------------------------|--|--|--|-------------|--|--|--|
| Table Top | Unit Type | | | | Space Saver | | | |
| | Acid Resistant Porcelain Enamel | | | | | | | |
| | Porcelain Enamel | | | | | | | |
| | Porcelain and Synthetic | | | | | | | |
| | Plaskon and Chrome | | | | | | | |
| Right Side Back Plate | Left Side Front Panel | | | | | | | |

| Tuttle & Kift | | | | Black Glazed Brick, Open | | | |
|---------------|------|------|------|--------------------------|------|------|------|
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 |
| 2200 | 2200 | 2200 | 2200 | 2000 | 2000 | 2000 | 2000 |
| 1100 | 1100 | 1100 | 1100 | 1000 | 1000 | 1000 | 1000 |
| 550 | 550 | 550 | 550 | 500 | 500 | 500 | 500 |
| 275 | 275 | 275 | 275 | .. | .. | .. | .. |
| 140 | 140 | 140 | 140 | .. | .. | .. | .. |
| Two at 1300 | | | | 1200 | 1200 | 1200 | 1200 |
| 650 | 650 | 650 | 650 | 600 | 600 | 600 | 600 |
| 325 | 325 | 325 | 325 | 300 | 300 | 300 | 300 |
| 165 | 165 | 165 | 165 | .. | .. | .. | .. |
| 80 | 80 | 80 | 80 | .. | .. | .. | .. |

| Open | | | | Open Coil | | .. | .. |
|-----------------------|----------|------|------|----------------|------|----|----|
| 5 | 5 | 5 | 5 | 3 | 3 | .. | .. |
| 1200 | 1200 | 1200 | 1200 | 1200 | 1200 | .. | .. |
| 600 | 600 | 600 | 600 | 150 | 150 | .. | .. |
| 300 | 300 | 300 | 300 | 140 | 140 | .. | .. |
| 150 | 150 | 150 | 150 | .. | .. | .. | .. |
| 75 | 75 | 75 | 75 | .. | .. | .. | .. |
| 4-Position Trivet | | | | | | .. | .. |
| No | | | | | | .. | .. |
| Right Side Back Plate | | | | Front Panel | | | |
| Flush | | | | | | | |
| Silver | | | | Contact Rotary | | | |
| 4 | 1 Master | .. | .. | .. | .. | .. | .. |

| | | | | | | | |
|--------------------------|--------------------------|--------|--------|--------|--------------------------|--------|--------|
| 15 1/4 | 15 1/4 | 15 1/4 | 15 1/4 | 15 1/4 | 15 1/4 | 15 1/4 | 15 1/4 |
| 16 1/2 | 16 1/2 | 16 1/2 | 16 1/2 | 16 1/2 | 16 1/2 | 16 1/2 | 16 1/2 |
| 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| 12 1/4 x 16 1/2 x 19 1/4 | 10 1/4 x 16 1/2 x 19 1/4 | | | | 12 1/4 x 16 1/2 x 19 1/4 | | |
| 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 |

| | | | | | | | |
|------|------|------|------|------|------|------|------|
| 2500 | 2500 | 2500 | 2500 | 2500 | 2500 | 2500 | 2500 |
| 2500 | 2500 | 2500 | 2500 | 2500 | 2500 | 2500 | 2500 |
| 2000 | 2000 | 2000 | 2000 | 3000 | 3000 | 3000 | 3000 |
| 2000 | 2000 | 2000 | 2000 | 3000 | 3000 | 3000 | 2000 |

| Hydraulic | | | | | | | |
|----------------------|-----|-----|-----|-----|-----|-----|-----|
| 175° to 550° | | | | | | | |
| Bright Nickel Plated | | | | | | | |
| Spun Glass | | | | | | | |
| 4 | 4 | 4 | 4 | 2 | 2 | 2 | 2 |
| 2 | 2 | 2 | 2 | 1½ | 1½ | 1½ | 1½ |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 510 | 510 | 510 | 510 | 550 | 550 | 550 | 550 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Automatic, Side | | .. | .. | .. | .. | .. | .. |

| Porcelain Enamel | | | | | | | |
|------------------|-----|----|----|----|----|----|----|
| 3 | 3 | 3 | 1 | .. | .. | .. | .. |
| Open Coil | .. | .. | .. | .. | .. | .. | .. |
| 200 | 200 | .. | .. | .. | .. | .. | .. |
| Toggle Switch | .. | .. | .. | .. | .. | .. | .. |
| Yes | .. | .. | .. | .. | .. | .. | .. |

| | | | | | | | |
|----------------------|----|----|----|----|----|----|----|
| Yes | .. | .. | .. | .. | .. | .. | .. |
| Yes | .. | .. | .. | .. | .. | .. | .. |
| Yes | .. | .. | .. | .. | .. | .. | .. |
| Remov. Vent Grille | .. | .. | .. | .. | .. | .. | .. |
| Removable Crumb Tray | .. | .. | .. | .. | .. | .. | .. |

ENTERPRISE

Phillips & Buttorff Mfg. Co., Nashville, Tenn.

| Model No. | 1040C | 1138C | 1238C |
|----------------------------------|----------|----------|----------|
| Price (Suggested F.O.B. list)... | \$186.45 | \$141.65 | \$158.00 |

| | | |
|--------|--------|--------|
| 40 | 38 | 38 |
| 24 1/2 | 24 1/2 | 24 1/2 |
| 36 | 36 | 36 |

| | | |
|--------------------|-----------------|---------|
| Turret Top | Sheet Steel | |
| White Porcelain | White Porcelain | |
| White Chrome Lines | On Backguard | |
| Tuttle & Kift | 3 | 3 |
| 5 | 5 | 5 |
| 2200 | 2200 | 2200 |
| 1100 | 1100 | 1100 |
| 550 | 550 | 550 |
| 225 | 225 | 225 |
| 112 1/2 | 112 1/2 | 112 1/2 |
| 1300 | 1300 | 1300 |
| 650 | 650 | 650 |
| 325 | 325 | 325 |
| 162 | 162 | 162 |
| 81 | 81 | 81 |

| | | |
|--------------|-------|------|
| Liberty | 5 | 5 |
| 1000 | 1000 | 1000 |
| 500 | 500 | 500 |
| 250 | 250 | 250 |
| 125 | 125 | 125 |
| 62 | 62 | 62 |
| Tri-Pan Set | | |
| On Backguard | Flush | |
| G-E | | |

| | | |
|--------------|----|----|
| 14 | 14 | 14 |
| 16 | 16 | 16 |
| 19 | 19 | 19 |
| 14 x 16 x 19 | | |
| 2 | 2 | 2 |

| | | |
|---------------|------|------|
| Tuttle & Kift | 3150 | 3150 |
| 2550 | 2550 | 2550 |
| 550 | 550 | 550 |
| 2000 | 2000 | 2000 |
| 2000 | 2000 | 2000 |

| | | |
|------------------|-------|-------|
| Wilcolator | | |
| Chrome Plated | Batts | |
| 3 | 3 | 3 |
| 2 1/4 | 1 1/4 | 1 1/4 |
| Loose Insulation | | |
| 2 | 2 | 2 |
| Porcelain | | |

Model 1040C only has Cooking Top Light, Minute Minder-Timer combination, Condiment Set, and automatic timer with selector switch operating oven, top unit, or convenience outlet.

2,400-Unit Job Goes To Baltimore Wesco

BALTIMORE — The Baltimore branch of Westinghouse Electric Supply Co. has been awarded a contract for installation of 1,200 Westinghouse electric refrigerators and the same number of water heaters in the new housing project construction known as Stansbury Manor, near the Glenn L. Martin aircraft plant here.

This is an extension of the original Stansbury Manor project, the initial project consisting of some 800 units, in which Hotpoint refrigerators and other equipment were installed by Simon Distributing Corp.

J. D. Smith Furniture Takes G-E Line

DALLAS, Tex.—J. D. Smith Furniture Co., 2548 Elm St., has added the General Electric appliance line.

Factory Men & Employees Honor Zamoiski on 30th Anniversary

BALTIMORE—Cal J. Zamoiski's thirtieth year with the Joseph M. Zamoiski Co., distributor, was celebrated with a surprise testimonial dinner given at the Southern hotel in his honor by all employees of the distributorship and its Washington, D. C., subsidiary, Columbia Wholesalers, Inc.

ESTATE

| | | | | | | | | | |
|--|----------------------------------|-----|-----|-----|-----|-----|------|-----|-----|
| Name of Manufacturer..... | Estate Stove Co., Hamilton, Ohio | | | | | | | | |
| Model No. | 616 | 614 | 613 | 612 | 610 | 619 | 1617 | 617 | 611 |
| Price (Suggested list price F.O.B. factory)..... | .. | .. | .. | .. | .. | .. | .. | .. | .. |

GENERAL:

| | | | | | | | | | |
|--|-----------------------------|----|----|----|----|--------|--------|--------|--------|
| Exterior Dimensions: | | | | | | | | | |
| Width (Inches) | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 38 | 20 1/4 |
| Depth (Inches) | 25 | 25 | 25 | 25 | 25 | 29 1/2 | 32 3/4 | 32 3/4 | 25 |
| Height to Cooking Platform (Inches)..... | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Type or Style | Table-Top | | | | | | | | |
| Body Construction | Welded Steel | | | | | | | | |
| Exterior Finish: Cooking Top..... | Full Porcelain Enamel | | | | | | | | |
| Body | Full Porcelain Enamel | | | | | | | | |
| Interior Finish..... | Black Japan | | | | | | | | |
| Hardware | Plaskon and Stainless Steel | | | | | | | | |
| Appliance Outlet Location | Switch Panel | | | | | | | | |

SURFACE UNITS:

| | | | | | | | | | |
|----------------------------------|---|------|------|------|------|------|------|------|------|
| Type | Chromalox | | | | | | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Number of Heats | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Wattages Large Unit: High..... | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 |
| (2) | 1400 | 1400 | 1400 | 1400 | 1400 | 1400 | 1400 | 1400 | 1400 |
| (3) | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 | 600 |
| (4) | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 |
| (5) | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 |
| (6) | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 |
| (7) | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Wattages: Other Units: High..... | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 | 1200 |
| (2) | 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 |
| (3) | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 | 500 |
| (4) | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 | 300 |
| (5) | 175 | 175 | 175 | 175 | 175 | 175 | 175 | 175 | 175 |
| (6) | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| (7) | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Well Cooker: Unit Type | Chromalox | | | | | | | | |
| Number of Heats | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Wattages: High | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 |
| (2) | 450 | 450 | 450 | 450 | 450 | 450 | 450 | 450 | 450 |
| (3) | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 |
| (4) | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 |
| (5) | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 | 115 |
| (6) | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| (7) | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Cooker Accessories | Trivet | | | | | | | | |
| Timed? | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Switch Panel Location | Front | | | | | | | | |
| Flush or Recessed | Flush | | | | | | | | |
| Switch Type | Slow Make and Break, Reciprocating Type | | | | | | | | |
| Surface Signal Light(s) | .. | .. | .. | .. | .. | .. | .. | .. | .. |

OVEN:

| | | | | | | | | | |
|--|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Inside Gross Dimensions (Nema): | | | | | | | | | |
| Height (Inches) | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 |
| Width (Inches) | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| Depth (Inches) | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 |
| Inside Usable Dimensions (Inches)..... | 11 x 16 x 20 | | | | | | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Type of Units | Open | | | | | | | | |
| Wattages: Upper Unit: Preheat..... | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 |
| Broil | 950 | 950 | 950 | 950 | 950 | 950 | 950 | 950 | 950 |
| Bake | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Wattages: Lower Unit: Preheat..... | 2850 | 2850 | 2850 | 2850 | 2850 | 2850 | 2850 | 2850 | 2850 |
| Broil | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Bake | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Type of Thermostat | Wilcolator Hydraulic | | | | | | | | |
| Thermostat Range (°) | 150° to 550° | | | | | | | | |
| Oven Shelves: Finish | Dull Nickel | | | | | | | | |
| Insulation Material | Rock Wool | | | | | | | | |
| Top (Inches) | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Sides (Inches) | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 |
| Door (Inches) | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema)..... | 550 | 550 | 550 | 550 | 550 | 550 | 550 | 550 | 550 |
| Pilot Lights: Number | 1 | 1 | 1 | .. | .. | .. | .. | .. | .. |
| Oven Illumination | Yes | .. | .. | .. | .. | .. | .. | .. | .. |
| Broiler Pan | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Number Utility Drawers (Incl. Warmer)..... | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Warmer Unit Type | Open Coil | | | | | | | | |
| Watts | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 | 350 |
| Control | .. | .. | .. | .. | .. | .. | .. | .. | .. |
| Signal Light | .. | .. | .. | .. | .. | .. | .. | .. | .. |

ADDITIONAL FEATURES:

| | |
|------------------------------------|----------|
| Cooking Top Light | Optional |
| Timer | Optional |
| Minute Minder | Optional |
| Condiment Set | Optional |
| Extra Oven | .. |
| Extra Broiler | .. |
| Other Accessories Not Listed | .. |

EVERHOT

The Swartzbaugh Mfg. Co.,
Toledo, Ohio
1005-1006 Capitol

\$199.50

| | |
|-------------------|------------------|
| 40 | 40 |
| 24 | 24 |
| 36 | 36 |
| Table-Top Cabinet | Welded Steel |
| Welded Steel | Porcelain Enamel |
| Porcelain Enamel | Porcelain Enamel |
| Enamel | Chromium Plated |
| Backsplasher | Backsplasher |

Chromalox

| | |
|------|------|
| 4 | 4 |
| 7 | 7 |
| 2000 | 2000 |
| 1400 | 1400 |
| 600 | 600 |
| 500 | 500 |
| 350 | 350 |
| 150 | 150 |
| 125 | 125 |
| 1500 | 1200 |
| 800 | 800 |
| 700 | 400 |
| 375 | 300 |
| 200 | 200 |
| 175 | 100 |
| 95 | 75 |

| | |
|-------------------|-------|
| 1200 | 7 |
| 1200 | 800 |
| 800 | 400 |
| 400 | 300 |
| 300 | 200 |
| 200 | 100 |
| 100 | 75 |
| 3 Pans and Trivet | Yes |
| On Backsplasher | Flush |
| Hart 2-Way Rotary | Yes |

| | |
|--------------|------|
| 17 | 17 |
| 17 | 17 |
| 19 | 19 |
| 14 x 17 x 19 | 2 |
| Open | 2500 |
| 2500 | 2500 |
| 200 | 2500 |
| 1725 | 1725 |

Hart Auto. Reset
Room Temp. to 550°
Hard Bright Nickel
Mineral Wool

| | |
|---|---|
| 3 | 3 |
| 2 | 2 |
| 2 | 2 |

| | |
|--------|-----|
| 475 | 2 |
| Yes | Yes |
| 3 | 3 |
| Open | 375 |
| Switch | Yes |

| | |
|-----|-----|
| Yes | Yes |
| Yes | Yes |
| Yes | Yes |
| Yes | Yes |

Oven Humidity Control

EXCEL

Associated Manufacturers of
America, Inc., Akron, Ohio
Queen Anne Queen
Elizabeth Anne Victoria
\$169.95 \$119.95 \$149.95

| | | |
|-------------------|------------------|------------------|
| 40 1/4 | 40 1/4 | 40 1/4 |
| 25 | 25 | 25 |
| 36 | 36 | 36 |
| Table-Top Cabinet | Welded Steel | Welded Steel |
| Welded Steel | Porcelain Enamel | Porcelain Enamel |
| Porcelain Enamel | Porcelain Enamel | Porcelain Enamel |
| Enamel | Chromium Trim | Chromium Trim |
| Backsplasher | On Back Guard | On Back Guard |

| | | |
|--------------------------|--------------------------|--------------------------|
| Super Speed Chromalox— | Super Speed Chromalox— | Super Speed Chromalox— |
| Four or Three and Cooker | Four or Three and Cooker | Four or Three and Cooker |
| 5 | 5 | 5 |
| 2000 | 2000 | 2000 |
| 1400 | 1400 | 1400 |
| 600 | 600 | 600 |
| 350 | 350 | 350 |
| 125 | 125 | 125 |

| | | |
|------|------|------|
| 1200 | 1200 | 1200 |
| 700 | 700 | 700 |
| 500 | 500 | 500 |
| 175 | 175 | 175 |
| 75 | 75 | 75 |

| | | |
|--------------------------|--------------------------|--------------------------|
| Blanket Type | Blanket Type | Blanket Type |
| Automatically Controlled | Automatically Controlled | Automatically Controlled |
| 800 | 800 | 800 |

| | | |
|----------------|----------------|----------------|
| Trivet | Trivet | Trivet |
| Yes | Yes | Yes |
| Front | Front | Front |
| Flush | Flush | Flush |
| Series 95 Hart | Series 95 Hart | Series 95 Hart |
| Yes | Yes | Yes |

| | | |
|--------------------|----|----|
| 16 | 16 | 16 |
| 16 | 16 | 16 |
| 20 | 20 | 20 |
| 16 h x 16 w x 19 d | 2 | 2 |

| | | |
|------|------|------|
| Open | Open | Open |
| 2500 | 2500 | 2500 |
| 2200 | 2200 | 2200 |
| 2200 | 2200 | 2200 |
| 2200 | 2200 | 2200 |

| | | |
|------|------|------|
| 2200 | 2200 | 2200 |
| 2200 | 2200 | 2200 |
| 2200 | 2200 | 2200 |

| | | |
|---------------|---------------|---------------|
| Hydraulic | Hydraulic | Hydraulic |
| 150° to 550° | 150° to 550° | 150° to 550° |
| Bright Nickel | Bright Nickel | Bright Nickel |
| Rock Wool | Rock Wool | Rock Wool |

| | | |
|-------|-------|-------|
| 3 | 3 | 3 |
| 2 | 2 | 2 |
| 1 1/4 | 1 1/4 | 1 1/4 |

| | | |
|-----|-----|-----|
| 400 | 400 | 400 |
| Yes | Yes | Yes |
| No | No | No |
| Yes | Yes | Yes |

| | | |
|-----------|-----------|-----------|
| 3 | 3 | 3 |
| Open | Open | Open |
| 300 | 300 | 300 |
| Automatic | Automatic | Automatic |
| Yes | Yes | Yes |

| | | |
|-----|-----|-----|
| Yes | Yes | Yes |
| Yes | Yes | Yes |
| Yes | Yes | Yes |
| Yes | Yes | Yes |

| | | |
|------|------|------|
| No | No | No |
| No | No | No |
| None | None | None |

Phila. Dealers' Drive Boosts Sales of Ranges, Refrigerators, Water Heaters

PHILADELPHIA — Excellent volume of sales and a substantial list of prospects for electric ranges, refrigerators, and water heaters were developed in Philadelphia, Bucks, Chester, Delaware, and Montgomery counties by the two appliance shows and a special newspaper advertising drive sponsored by the Electrical Association of Philadelphia this spring.

In Philadelphia the annual Electric Kitchen show was held in the Edison building April 21 to 26, and in Pottstown, Pa. the electrical show was held April 24 to 26 in the Elks Home. Appliance dealers in the Chester (Pa.) section of the electrical association conducted a cooperative newspaper advertising drive.

First floor exhibit of the Philadelphia show was devoted to complete electric kitchens installed by Judson C. Burns, Peirce-Phelps, Inc., J. J. Pocock, Inc., Sears, Roebuck & Co., and Westinghouse Electric Supply Co.

On the second floor displays of 1941 ranges, refrigerators, and water heaters were exhibited by: Judson C. Burns (G-E), Elliott-Lewis Electrical Co., Inc. (Hotpoint), General Electric Supply Co. (Hotpoint), Graybar Electric Co. (Universal), Peirce-Phelps, Inc. (Crosley), Philadelphia Distribu-

tors, Inc. (Stewart-Warner).

Philco Distributors, Inc. (Philco), J. J. Pocock, Inc. (Frigidaire), Roberts & Mander Stove Co. (Quality), Raymond Rosen & Co. (Kelvinator), Rumsey Electric Co. (Estate), Sears-Roebuck (Coldspot and Electrolux), Trilling & Montague (Norge), and Westinghouse Electric Supply Co. (Westinghouse).

The show was supported by extensive advertising, which included outdoor posters, street car signs, window display cards, and considerable radio advertising.

The three-day show at Pottstown was sponsored by 10 dealer members of the association in cooperation with

the Pottstown "Mercury." Exhibiting dealers included: McCarragher's, Sears-Roebuck, G. E. Clouse, R. P. Ecker, E. C. Sturgis & Bros., William Krause, Automatic Electric Heater Co., Levitz Furniture Co., Rupert W. Venzke, and J. Fegley Son Co.

Considerable newspaper advertising supported this show, supplemented by a wide display of show

window cards.

Large advertisements by cooperating Chester dealers, which were supported by publicity and editorial copy comprised the drive in Chester, Pa. with advertisements appearing in four papers over a three-day period. Dealers appropriately decorated their windows and sales floors during the activity.

Anaconda Copper Refrigeration Tubes

"Assembling instructions"—
details page 11
of new book



FLORENCE

| | | | |
|------------------------------------|---------------------------------------|------|------|
| Name of Manufacturer..... | Florence Stove Co., Gardner, Mass. | | |
| Model No. | E113 | E133 | E423 |
| Price (Suggested F.O.B. list)..... | .. | .. | .. |

GENERAL:

| | | | |
|--|--------------------------|----|----|
| Exterior Dimensions: | | | |
| Width (Inches) | 40 | 40 | 36 |
| Depth (Inches) | 24 | 24 | 24 |
| Height to Cooking Platform (In.) | 36 | 36 | 36 |
| Type or Style | Table Top | | |
| Body Construction | One-Piece Welded Steel | | |
| Exterior Finish: Cooking Top | Acid-Resisting Porcelain | | |
| Body | Porcelain Enamel | | |
| Interior Finish | Stipple Porcelain Enamel | | |
| Hardware | Plastic, Chromium Trim | | |
| Appliance Outlet Location | Backsplasher Top | | |

SURFACE UNITS:

| SPECIAL UNITS: | | | |
|-----------------------------|---------------------------|-------|---------|
| Type | -Tuttle & Kift (Tubular)- | | |
| Number of Units | 3 | 3 | 3 |
| Number of Heats | 5 | 5 | 5 |
| Wattages Large Unit: High | 2200 | 2200 | 2000 |
| (2) | 1100 | 1100 | 1200 |
| (3) | 550 | 550 | 800 |
| (4) | 275 | 275 | 300 |
| (5) | 133 | 133 | 105 |
| Wattages: Other Units: High | 1300 | 1300 | 1200 |
| (2) | 650 | 650 | 700 |
| (3) | 325 | 325 | 500 |
| (4) | 163 | 163 | 175 |
| (5) | 81 | 81 | 75 |
| Well Cooker: Unit Type | Open Unit | | |
| Number of Heats | 5 | 5 | 5 |
| Wattages: High | 800 | 800 | 800 |
| (2) | .. | .. | .. |
| (3) | .. | .. | .. |
| (4) | .. | .. | .. |
| (5) | .. | .. | .. |
| Cooker Accessories | Trivet | | |
| Timed? | .. | Front | .. |
| Switch Panel Location | Flush | | |
| Flush or Recessed | Flush | | |
| Switch Type | -Rotary, Silver- | | Slow B. |
| Surface Signal Light(s) | Yes | | .. |

OVEN:

| | | | |
|--|---------------------------|------|------|
| OVEN: | | | |
| Inside Gross Dimensions (Nema) . . . | 15 | 15 | 15 |
| Height (Inches) | 17 | 17 | 17 |
| Width (Inches) | 17 | 17 | 17 |
| Depth (Inches) | 19½ | 19½ | 19½ |
| Inside Usable Dimensions (In.) . . . | — 11½ h x 16 w x 18½ d — | | |
| Number of Units | 2 | 2 | 2 |
| Type of Units | Open, Up; Shielded, Lower | | |
| Wattages: Upper Unit: Preheat . . . | 2750 | 2750 | 2750 |
| Speed Broil | .. | .. | .. |
| Broil | 2750 | 2750 | 2750 |
| Bake | .. | .. | .. |
| Wattages: Lower Unit: Preheat . . . | 1800 | 1800 | 2200 |
| Broil | .. | .. | .. |
| Bake | 1800 | 1800 | 2200 |
| Full Oven Bake | .. | .. | .. |
| Type of Thermostat | — Hydraulic | | |
| Thermostat Range (°) | — 150° to 550° — | | |
| Oven Shelves: Finish | — Plated | | |
| Insulation Material | — Spun Glass | | |
| Top (Inches) | 1¼ | 1¼ | 1¼ |
| Sides (Inches) | 1¼ | 1¼ | 1¼ |
| Door (Inches) | 1½ | 1½ | 1½ |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema) | .. | .. | .. |
| Pilot Lights: Number | 1 | 1 | .. |
| Oven Illumination | Yes | .. | .. |
| Broiler Pan | — Blue Porcelain Enamel — | | |
| Number Utility Drawers (Including Warmer) | 3 | 3 | 1 |
| Warmer Unit Type | Strip | .. | .. |
| Watts | 350 | .. | .. |
| Control | Off-On | .. | .. |
| Signal Light | Yes | .. | .. |

ADDITIONAL FEATURES:

| ADDITIONAL FEATURES: | FOUR TYPE 1 ACCESSORIES | | | |
|------------------------------------|---|------|----------------------------------|------|
| | E411 | E421 | E431 | E441 |
| Cooking Top Light | Yes | Yes | Yes | Yes |
| Timer | Yes | Yes | No | No |
| Minute Minder | Yes | Yes | Yes | No |
| Condiment Set | Yes | Yes | Yes | No |
| Extra Oven | " | " | " | " |
| Extra Broiler | " | " | " | " |
| Other Accessories Not Listed | E413: Glass door, alum. kettle, dupl. pans, fry basket. | | E423: Alum. kettle, pudding pan. | |

FRIGIDAIRE

Frigidaire Division, General Motors Corp., Dayton, Ohio

| | | | | | | |
|------------------|-----------------|--------------------|-----------------|-----------------|-----------------|----------------|
| B15-41 | B10-41 | BC5 & 6 | B70-41 | B60-41 | B45-41 | A6-41 |
| *\$129.75 | \$104.75 | \$166.00 | \$249.75 | \$199.75 | \$165.00 | \$98.00 |

| | | | | | | |
|----------------------|----|----------------|-----------------------|--------|----------|--------|
| 38 | 38 | 38 | 40 | 40 | 40 | 21 |
| 24 | 24 | 32 1/4 | 24 1/2 | 24 1/2 | 24 1/2 | 23 5/8 |
| 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Base | | Comb. | Deluxe Base | | | Apt. |
| -1-Piece Wrap- | | 1 Piece | One-Piece Wrap Around | | | |
| Stainless Porcelain | | | | | | |
| Porcelain | | | | | | |
| Porcelain | | | | | | |
| Standard | | Deluxe | | | Standard | |
| -Front Switch Panel- | | -Backsplasher- | | | Front | |

| —Radiantube— | | Speed H. | —Radiantube— | | |
|-----------------|------|----------|----------------------------|------|-------|
| 3 | 3 | 4 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 2100 | 2100 | 2000 | 2100 | 2100 | 2100 |
| 1050 | 1050 | 950 | 933 | 933 | 1050 |
| 700 | 700 | 600 | 700 | 700 | 700 |
| 350 | 350 | 350 | 350 | 350 | 350 |
| 233 | 233 | 220 | 233 | 233 | 233 |
| 1300 | 1300 | 1200 | 1300 | 1300 | 1300 |
| 700 | 700 | 600 | 572 | 572 | 700 |
| 500 | 500 | 400 | 500 | 500 | 500 |
| 200 | 200 | 200 | 200 | 200 | 200 |
| 143 | 143 | 135 | 143 | 143 | 143 |
| Enclosed Speed | | .. | —Enclosed Speed— | | .. |
| 5 | 5 | .. | 3 | 3 | 5 |
| 635 | 635 | .. | 635 | 635 | 635 |
| 290 | 290 | .. | .. | .. | 280 |
| 175 | 175 | .. | 175 | 175 | 175 |
| 115 | 115 | .. | 115 | 115 | 115 |
| 70 | 70 | .. | .. | .. | 70 |
| Trivet, Utensil | .. | .. | Trivet, Utensil, Rack, Pan | | |
| .. | .. | .. | Thrifty-Matic S. .. | | |
| | | | Front | | |
| —Flush— | | | —Angular— | | Flush |
| 5-Heat | | Silvert | Contact | | |
| | | Yes | | | |
| .. | .. | .. | | | .. |

| | | | | | | |
|-----------------|-----------|-----------|------------------|------|-------|-------|
| 17 | 17 | 17 | 17 | 17 | 17 | 17 |
| 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| 2700 | 2700 | 2700 | 2700 | 2700 | 2700 | .. |
| 2700 | 2700 | 2700 | 2700 | 2700 | 2700 | .. |
| 675 | 675 | 215 | 215 | 215 | 215 | .. |
| 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 3100 |
| .. | .. | .. | .. | .. | .. | 3100 |
| 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 3100 |
| Hydraulic | | | | | | |
| 150° to 550° | | | | | | |
| Electro Plated | | | | | | |
| Spun Glass Wool | | | | | | |
| 3 | 3 | 1¼ | 3 | 3 | 3 | 1¼ |
| 1½ | 1½ | 1½ | 2 | 2 | 2 | 1½ |
| 1¾ | 1¾ | 1¾ | 1¾ | 1¾ | 1¾ | 1¾ |
| 525 | 525 | 525 | 500 | 500 | 500 | 525 |
| 1 | 1 | 1 | 2 | 2 | 1 | 1 |
| Yes | Yes | Yes | Yes | Yes | Yes | .. |
| Porcelain | Porcelain | Porcelain | Smokeless | Rack | Porc. | Porc. |
| 3 | 1 | .. | 2 | 3 | 3 | .. |
| .. | .. | .. | Radiantube | Opt. | .. | .. |
| .. | .. | .. | 200 | 325 | .. | .. |
| .. | .. | .. | Push Pull Switch | .. | .. | .. |
| .. | .. | .. | Yes | .. | .. | .. |

*All prices Zone A. †Built-in Kitchen Heater.

GENERAL ELECTRIC

General Electric Co., Bridgeport, Conn.

| | | | | | | |
|----------|----------|----------|----------|----------|----------|----------|
| AP2-41A8 | CT1-41A9 | CD2-41A9 | CD3-41A9 | DD1-41C9 | DD2-41A9 | ED1-41A9 |
|----------|----------|----------|----------|----------|----------|----------|

| | | | | | | |
|---------------------------------|--------------|----|--------|----|-------|---------|
| 19½ | 37 | 37 | 37 | 39 | 39 | 60 |
| 25 | 25 | 25 | 25 | 25 | 25 | 25½ |
| 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Base | | | | | | |
| One-Piece Porcelain on Steel | | | | | | Assembl |
| Acid Resistant Porcelain Enamel | | | | | | Monel |
| Porcelain Enamel | | | | | | |
| Chrome | Plastic | | Chrome | | | |
| Front | Backsplasher | | | | Front | |

| Calrod (Tubular) | | | | | | |
|-----------------------------------|--------------|------|------|--------|------|-------|
| 3 | 3 | 3 | 3 | 3 | 3 | 6 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2100 | 2100 | 2100 | 2100 | 2100 | 2100 | 2100 |
| 840 | 840 | 840 | 840 | 840 | 840 | 840 |
| 505 | 505 | 505 | 505 | 505 | 505 | 505 |
| 210 | 210 | 210 | 210 | 210 | 210 | 210 |
| 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| 1250 | 1250 | 1250 | 1250 | 1250 | 1250 | 1250 |
| 690 | 690 | 690 | 690 | 690 | 690 | 690 |
| 310 | 310 | 310 | 310 | 310 | 310 | 310 |
| 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| None | Open Coil | | | Calrod | | None |
| .. | 5 | 5 | 5 | 5 | 5 | .. |
| .. | 700 | 700 | 700 | 1170 | 1170 | .. |
| .. | 400 | 400 | 400 | 480 | 480 | .. |
| .. | 175 | 175 | 175 | 280 | 280 | .. |
| .. | 100 | 100 | 100 | 120 | 120 | .. |
| .. | 45 | 45 | 45 | 70 | 70 | .. |
| .. | Trivet | | | * | | .. |
| No | | | | | | |
| Front | Backsplasher | | | | | Front |
| Flush | | | | | | |
| Rotary Reversible Silver Contacts | | | | | | |
| No | | | | | Yes | |

| | | | | | | |
|-------------------------------|------|-------------|------|---------------|----------------|-----------|
| 15 | 15 | 15 | 15 | 15 | 15 | 2—17 es |
| 16 | 16 | 16 | 16 | 16 | 16 | 2—16 es |
| 20¼ | 20¼ | 20¼ | 20¼ | 20¼ | 20¼ | 2—20¼ es |
| 11 h x 15 w x 20¼ d | | | | 12 x 15 x 20¼ | | 14x15x20¼ |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 ea. ovr |
| Upper—Open Coil, Lower—Calrod | | | | Calrod | | |
| 1600 | 1600 | 1600 | 1600 | 1600 | 1600 | 1600 |
| 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 3200 |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2000 |
| 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2200 |
| .. | .. | .. | .. | .. | .. | .. |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2200 |
| .. | .. | .. | .. | .. | .. | 2200 |
| Hydraulic | | | | | | |
| 140° to 500° | | | | | | |
| Nickel | | | | | | |
| Rock | | Wool, Glass | | Wool | | |
| 1¾ | 2¾ | 2¾ | 2¾ | 2¾ | 2¾ | .. |
| 1¼ | 1½ | 1½ | 1½ | 2, 1½ | 2, 1½ | .. |
| 1½ | 1½ | 1½ | 1½ | 1½ | 1½ | .. |
| .. | .. | .. | .. | .. | .. | .. |
| 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| No | | Yes | | | | 2 Alum |
| Blue Porcelain Enamel | | | | | | |
| .. | † | 3 | 3 | 3 | 3 | 3 |
| .. | .. | .. | .. | .. | Calrod | |
| .. | .. | .. | .. | .. | 400 | 400 |
| .. | .. | .. | .. | .. | —Off-On Switch | |
| .. | .. | .. | .. | .. | Yes | |

*Trivet, pudding pan, and fry basket. †One drawer and one double tilt-out bin. ‡Electric kettle and utensil tray. §Aluminum griddle.

New Sheboygan Dealership Is Established

SHEBOYGAN, Wis.—Ernst Raslow and Chester Anderson have opened Home Furnishing Buying Service at High Ave. and S. 12th St. here with a complete line of appliances.

Studebaker To Use Philco Car Radios

PHILADELPHIA — Philco Corp. has signed a contract with the Studebaker Corp. to furnish that company's automobile radio requirements for its 1942 cars.

Square D Will Double Net For 6 Months

DETROIT—With net profit for the current quarter expected to equal or better the \$764,179 (\$1.75 a share) reported for the first quarter of this year, Square D Co.'s earnings for the six months ending June 30 should exceed \$1,525,000, after taxes, or more than \$3.50 a share on common stock.

Last year the company's net profit for six months was \$905,130 (\$2.03 a share) after normal taxes but before provision for excess profits tax.

One thousand of the 20,000 outstanding shares of its 5% cumulative \$100 par preferred stock will be called in by Square D on June 30, in accord with the preferred stock requirement that 5% of net profit for preceding year be used to call preferred. Stockholders have until June 25 to convert preferred into common stock at 2½ for 1.

Bendix Declares Dividend

SOUTH BEND, Ind.—Dividend of 30 cents a share on its \$5 Class "A" stock, payable June 25 to stockholders of record June 13, has been declared by the board of directors of Bendix Home Appliances, Inc. This will reduce to 60 cents the cumulative dividend accrued as of Dec. 31, 1940.

York Export Dept. Moves To Factory

YORK, Pa.—Personnel of the export division of York Ice Machinery Corp. has been transferred from the company's Brooklyn office to the main factory offices here.

Direct factory assistance to foreign representatives can now be provided, said J. C. Tweedell, export manager, in discussing the move. Foreign distributors will be able to get up-to-

Chicago Office Moves

CHICAGO—Local sales office of Knapp-Monarch Co. has been moved to larger quarters in room No. 1483 in the Merchandise Mart. R. H. (Dick) Thompson is head of the office.

SELL THE GENERAL SODA SYSTEM



GENERAL DRY BATTERIES, INC.
CARBONATOR DIVISION

CLEVELAND, OHIO • DUBUQUE, IOWA • TORONTO, ONTARIO, CANADA

Refrigeration COPPER TUBING..



PENN BRASS & COPPER CO., INC.
POWELL AVE., ERIE, PENNA.

GIBSON

Name of Manufacturer.....Gibson Electric Refrigerator Corp.,
Greenville, Mich.
Model No.ER391S ER391RA ER391T ER391U
Price (Suggested F.O.B. list)

GENERAL:

| | | | | |
|----------------------------------|--------------------------|--------|--------|--------|
| Exterior Dimensions: | | | | |
| Width (Inches) | 39 3/4 | 39 3/4 | 39 3/4 | 39 3/4 |
| Depth (Inches) | 25 1/2 | 25 1/2 | 25 1/2 | 25 1/2 |
| Height to Cooking Platform (In.) | 36 | 36 | 36 | 36 |
| Type or Style | Full Cabinet | | | |
| Body Construction | Porcelain on Steel | | | |
| Exterior Finish: Cooking Top .. | Acid-Resisting Porcelain | | | |
| Body | Porcelain | | | |
| Interior Finish | Chrome and Plastic | | | |
| Hardware | Front | | | |
| Appliance Outlet Location | Backsplash | | | |

SURFACE UNITS:

| | | | | |
|---------------------------------|--------------------------------|--------------|----------|------|
| Type | Tuttle & Kift Rod or Chromalox | | | |
| Number of Units | 3 | 3 | 3 | 3 |
| Number of Heats | 5 | 5 | 5 | 5 |
| Wattages Large Unit: High | T.K. 2200 Chromalox 2000 | | | |
| (2) | T.K. 1100 Chromalox 1100 | | | |
| (3) | T.K. 500 Chromalox 500 | | | |
| (4) | T.K. 275 Chromalox 275 | | | |
| (5) | T.K. 135 Chromalox 125 | | | |
| (6) | T.K. .. Chromalox .. | | | |
| (7) | T.K. .. Chromalox .. | | | |
| Wattages: Other Units: High .. | T.K. 1300 Chromalox 1200 | | | |
| (2) | T.K. 650 Chromalox 700 | | | |
| (3) | T.K. 325 Chromalox 300 | | | |
| (4) | T.K. 165 Chromalox 175 | | | |
| (5) | T.K. 80 Chromalox 75 | | | |
| (6) | T.K. .. Chromalox .. | | | |
| (7) | T.K. .. Chromalox .. | | | |
| Well Cooker: Unit Type | Open 2-Ring Chromalox | | | |
| Number of Heats | 5 | 5 | 5 | 5 |
| Wattages: High | 1200 | 1200 | 1500 | 1500 |
| (2) | 600 | 600 | 850 | 850 |
| (3) | 300 | 300 | 375 | 375 |
| (4) | 150 | 150 | 212 | 212 |
| (5) | 75 | 75 | 95 | 95 |
| (6) | | | | |
| (7) | | | | |
| Cooker Accessories | Trivet | Triv., Bskt. | * | |
| Timed? | .. | .. | Yes | |
| Switch Panel Location | Front | Back | | |
| Flush or Recessed | Flush | Recessed | Slanting | |
| Switch Type | Rotary, Silver Contact | | | |
| Surface Signal Light(s) | All | | | |

OVEN:

| | | | | |
|--|---------------------------------|------|------|--------|
| Inside Gross Dimensions (Nema) | | | | |
| Height (Inches) | 16 | 16 | 16 | 16 |
| Width (Inches) | 16 | 16 | 16 | 16 |
| Depth (Inches) | 20 | 20 | 20 | 20 |
| Inside Usable Dimensions (In.) | 11 1/2 x 15 x 18 3/4 d | | | |
| Number of Units | 2 | 2 | 2 | 2 |
| Type of Units | Open | | | |
| Wattages: Upper Unit: Preheat .. | 5000 | 5000 | 5000 | 5000 |
| Speed Broil | 3000 | 3000 | 3000 | 3000 |
| Broil | 600 | 600 | 600 | 600 |
| Bake | 2000 | 2000 | 2000 | 2000 |
| Wattages: Lower Unit: Preheat .. | 2000 | 2000 | 2000 | 2000 |
| Speed Broil | 2000 | 2000 | 2000 | 2000 |
| Broil | 2000 | 2000 | 2000 | 2000 |
| Bake | 2000 | 2000 | 2000 | 2000 |
| Type of Thermostat | Hydraulic | | | |
| Thermostat Range (°) | 150° to 550° | | | |
| Oven Shelves: Finish | Nickel | | | |
| Insulation Material | Fiberglass | | | |
| Top (Inches) | 5 Inches Compressed to 2 Inches | | | |
| Sides (Inches) | 5 Inches Compressed to 2 Inches | | | |
| Door (Inches) | 5 Inches Compressed to 2 Inches | | | |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema) .. | 1 | 1 | 1 | 1 |
| Pilot Lights: Number | 1 | 1 | 1 | 1 |
| Oven Illumination | Yes | | | |
| Broiler Pan | Porcelain Enamel | | | |
| Number Utility Drawers (Including Warmer) | 2 | 3 | 3 | 3 |
| Warmer Unit Type | .. | .. | .. | Closed |
| Watts | .. | .. | .. | 500 |
| Control | .. | .. | .. | Off-On |
| Signal Light | .. | .. | .. | Yes |

ADDITIONAL FEATURES:

| | | | | |
|---------------------------------|----|-----|-----|--------------|
| Cooking Top Light | .. | Yes | | |
| Timer | .. | Yes | | |
| Minute Minder | .. | .. | Yes | |
| Condiment Set | .. | .. | Yes | |
| Extra Oven | .. | .. | .. | |
| Extra Broiler | .. | .. | .. | |
| Other Accessories Not Listed .. | .. | .. | .. | Sizzling Pl. |

*Fry Basket, Pudding Pan, Steamer, and Bake Rack.

HOTPOINT

Edison General Electric Appliance Co., Inc., Chicago, Ill.

| RB-15 | RB-15 | RB-16 | RB-17 | RC-4 | RC-R | RD-3 | RB-11* |
|---------------------------------|-------|-------|-------|------|------|------|--------|
| 37 | 37 | 37 | 37 | 39 | 39 | 54 | 19 1/2 |
| 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 |
| 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Base Type with Utility Drawers | | | | | | | Apt. |
| Electrically Welded Steel | | | | | | | |
| Acid-Resisting Porcelain Enamel | | | | | | | |
| White Porcelain Enamel | | | | | | | |
| White Porcelain Enamel | | | | | | | |
| Chromium Plated | | | | | | | |
| Backsplash | | | | | | | Front |

| 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 |
|------|------|------|------|------|------|------|------|
| 2100 | 2100 | 2100 | 2100 | 2100 | 2100 | 2100 | 2100 |
| 840 | 840 | 840 | 840 | 840 | 840 | 840 | 840 |
| 505 | 505 | 505 | 505 | 505 | 505 | 505 | 505 |
| 210 | 210 | 210 | 210 | 210 | 210 | 210 | 210 |
| 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| 1250 | 1250 | 1250 | 1250 | 1250 | 1250 | 1250 | 1250 |
| 690 | 690 | 690 | 690 | 690 | 690 | 690 | 690 |
| 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 |
| 170 | 170 | 170 | 170 | 170 | 170 | 170 | 170 |
| 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |

| 5 | 5 | 5 | 5 | 5 | 5 | 5 | .. |
|-----|-----|-----|-----|------|------|------|----|
| 700 | 700 | 700 | 700 | 1170 | 1170 | 1170 | .. |
| 400 | 400 | 400 | 400 | 480 | 480 | 480 | .. |
| 175 | 175 | 175 | 175 | 280 | 280 | 280 | .. |
| 100 | 100 | 100 | 100 | 120 | 120 | 120 | .. |
| 45 | 45 | 45 | 45 | 70 | 70 | 70 | .. |

| 15 | 15 | 15 | 15 | 15 | 15 | 2-15 | 15 |
|--------|--------|--------|--------|--------|--------|----------|--------|
| 16 | 16 | 16 | 16 | 16 | 16 | 2-16 | 16 |
| 20 1/4 | 20 1/4 | 20 1/4 | 20 1/4 | 20 1/4 | 20 1/4 | 2-20 1/4 | 20 1/4 |
| .. | .. | .. | .. | .. | .. | 2 ea. | 2 |
| 1600 | 1600 | 1600 | 1600 | 1600 | 1600 | 1600 | 1600 |
| 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 | 4000 |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 |
| 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 |
| .. | .. | .. | .. | .. | .. | .. | .. |
| 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 |

| 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 | 2 1/2 | .. |
|-------|-------|-------|-------|-------|-------|-------|-----|
| 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | .. |
| 503 | 503 | 503 | 503 | 503 | 503 | 503 | 503 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 ea. | 1 |
| .. | .. | .. | .. | .. | .. | .. | .. |
| 1 | 2 | 3 | 3 | 3 | 3 | 4 | .. |
| 400 | 400 | 400 | 400 | .. | 400 | 400 | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |

| Optional | Optional | Optional | Optional | Optional | Optional | Optional | Optional |
|----------|----------|----------|----------|----------|----------|----------|----------|
| .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. | .. | .. | .. |

Quick-reference cooking chart fused into drip tray; shelf spacing guide, broiler pan storage, broiler measure (all models except Apt.); illuminated switch dials (deluxe); broil-or-grid unit, monel top, 3-piece utensil set optional at extra cost. *RB-8 is same as RB-11 except has three surface units, no well cooker.

KELVINATOR

Kelvinator Div., Nash-Kelvinator Corp., Detroit

| ER-411 | ER-411A | ER-413 | ER-413C | ER-417 |
|---------------------------------|----------|----------|----------|----------|
| \$99.95 | \$114.95 | \$139.95 | \$149.95 | \$169.95 |
| 39 | 39 | 39 | 39 | 39 |
| 25 | 25 | 25 | 25 | 25 |
| 36 | 36 | 36 | 36 | 36 |
| Cabinet with Recessed Base | | | | |
| One-Piece Welded Steel | | | | |
| Acid-Resisting Porcelain | | | | |
| Straight Porcelain | | | | |
| Straight Porcelain | | | | |
| Chrome-Plated Steel and Plaskon | | | | |
| Right Backsplash | | | | |

| 3 | 3 | 3 | 3 | 3 |
|------|------|------|------|------|
| 2000 | 2000 | 2000 | 2000 | 2000 |
| 1400 | 1400 | 1400 | 1400 | 1400 |
| 600 | 600 | 600 | 600 | 600 |
| 425 | 425 | 425 | 425 | 425 |
| 350 | 350 | 350 | 350 | 350 |
| 150 | 150 | 150 | 150 | 150 |
| 105 | 105 | 105 | 105 | 105 |
| 1200 | 1200 | 1200 | 1200 | 1200 |
| 700 | 700 | 700 | 700 | 700 |
| 500 | 500 | 500 | 500 | 500 |
| 300 | 300 | 300 | 300 | 300 |
| 175 | 175 | 175 | 175 | 175 |
| 125 | 125 | 125 | 125 | 125 |
| 75 | 75 | 75 | 75 | 75 |
| 7 | 7 | 7 | 7 | 7 |
| 1200 | 1200 | 1200 | 1200 | 1200 |
| 700 | 700 | 700 | 700 | 700 |
| 500 | 500 | 500 | 500 | 500 |
| 300 | 300 | 300 | 300 | 300 |
| 175 | 175 | 175 | 175 | 175 |
| 125 | 125 | 125 | 125 | 125 |
| 75 | 75 | 75 | 75 | 75 |

| 16 | 16 | 16 | 16 | 16 |
|------|------|------|------|------|
| 16 | 16 | 16 | 16 | 16 |
| 19 | 19 | 19 | 19 | 19 |
| 2 | 2 | 2 | 2 | 2 |
| 3000 | 3000 | 3000 | 3000 | 3000 |
| 3000 | 3000 | 3000 | 3000 | 3000 |
| 2400 | 2400 | 2400 | 2400 | 2400 |
| 2400 | 2400 | 2400 | 2400 | 2400 |
| 2400 | 2400 | 2400 | 2400 | 2400 |

| 3 | 3 | 3 | 3 | 3 |
|-----|-----|-----|-----|-----|
| 2 | 2 | 2 | 2 | 2 |
| 1% | 1% | 1% | 1% | 1% |
| 600 | 600 | 600 | 600 | 600 |
| 2 | 2 | 2 | 2 | 2 |
| .. | .. | .. | .. | .. |
| 1 | 1 | 3 | 3 | 3 |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |

| Optional | Optional | Optional | Optional | Optional |
|----------|----------|----------|----------|----------|
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| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |
| .. | .. | .. | .. | .. |

Scotch Kettle in Drawer Optional ER-417 only. *2-qt. pan, wire basket, and thermometer.

U.S. GOVERNMENT Specification

Filtrine

Cafeteria Coolers

Filtrine Mfg. Co., Brooklyn

April Sales Break All Records For 555, Inc.

LITTLE ROCK, Ark.—All sales records were broken in April when 555, Inc. sold more Kelvinator refrigerators, both retail and wholesale, than in any other month in the firm's 12 years.

Improved business conditions and the fear of advancing prices in the near future were chiefly responsible for the sales, believes Roy E. Stueber, president of the firm.

Willis Carrier Awarded Frank Brown Medal For Building Improvements

PHILADELPHIA—The award for the first time of the Frank P. Brown medal for improvements in the building and allied industries was made last week by Franklin Institute of Philadelphia, to Dr. Willis H. Carrier of Syracuse, N. Y. as "a pioneer in the creation and development of the science of air conditioning."

Dr. Carrier, who is chairman of the board of Carrier Corp., received the medal from Philip C. Staples, president of Franklin Institute and the Bell Telephone Co. of Pennsylvania, at the annual Medal Day exercises of the institute in Philadelphia.

a Masterpiece for Economy

MASTERCRAFT

ADJUSTABLE PAD AND CARRYING HARNESS



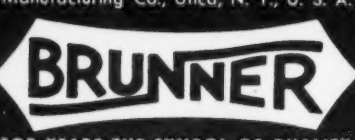
Efficient, sturdy and economical. Provides safer handling and thorough protection of refrigerators, washers, ironers, ranges, radios, etc. Adjustable Pad \$10.00 each. Adjustable Harness \$6.50 each f.o.b. Chicago. Letting on pad at only \$1.00 per order extra.

Write for latest folder and prices on pads for refrigerators, washers, ironers, ranges, radios, etc.

BEARSE MANUFACTURING COMPANY
INCORPORATED 1921
3815-3825 Cortland Street, Chicago, Illinois

FROM 1/4 to 25 TONS OF REFRIGERATION

Brunner Refrigerating and Air Conditioning equipment comprises air and water cooled condensing units for practically all types of commercial applications up to and including 25 tons of refrigeration. Catalog promptly on request. Brunner Manufacturing Co., Utica, N. Y., U. S. A.



BRUNNER
FOR YEARS THE SYMBOL OF QUALITY

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



Mills Condensing Units
By Mills Novelty Company
4100 Fullerton Ave., Chicago, Ill.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

FREE!



Suggestions for Cutting, Bending and Flaring Small Diameter Copper Tubes

ANACONDA

New 16-page Manual
Illustrated suggestions for cutting, bending and flaring small diameter copper tubes. Ask for copy.

THE AMERICAN BRASS CO.
FRENCH SMALL TUBE BRANCH
General Offices, Waterbury, Conn.

Dayton
V-BELTS



Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.

THE DAYTON RUBBER MFG. CO., DAYTON, OHIO
World's Largest Manufacturer of V-Belts

NORGE (1942)

| | | | | | | | | |
|---|----------------------------|--------------|----------------|-------------------------------|------------|----------|----------|---------|
| Norge Div., Borg-Warner Corp., Detroit, Mich. | | | | | | | | |
| Name of Manufacturer | E-200 | E-300 | E-330 | E-350 | E-400 | E-450 | E-500 | |
| Model No. | | | | | | | | |
| Price (Suggested F.O.B. list) | \$99.95 | \$114.95 | \$124.95 | \$139.95 | \$159.95 | \$189.95 | \$209.95 | |
| GENERAL: | | | | | | | | |
| Exterior Dimensions: | | | | | | | | |
| Width (Inches) | 36 | 38 | 38 | 38 | 38 | 38 | 40 | |
| Depth (Inches) | 24½ | 24½ | 24½ | 24½ | 24½ | 24½ | 24½ | |
| Height to Cooking Platform (In.) | 36 | 36 | 36 | 36 | 36 | 36 | 36 | |
| Type or Style | Left | Divided Top | | | Units Left | | | 5 Units |
| Body Construction | One-Piece Welded Steel | | | | | | | |
| Exterior Finish: Cooking Top | White Porcelain Enamel | | | | | | | |
| Body | White Porcelain Enamel | | | | | | | |
| Interior Finish | Grey | | | | | | | |
| Hardware | Backsplasher | | | | | | | |
| Appliance Outlet Location | Front | | | | | | | |
| SURFACE UNITS: | | | | | | | | |
| Type | Chromalox or Tuttle & Kift | | | | | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 | 3 | 4 | |
| Number of Heats | 6 | 6 | 6 | 6 | 6 | 6 | 6 | |
| Wattages Large Unit: High | | | Chromalox 2000 | Tuttle & Kift 2100 | | | | |
| (2) | | | Chromalox 1400 | Tuttle & Kift 1350 | | | | |
| (3) | | | Chromalox 600 | Tuttle & Kift 750 | | | | |
| (4) | | | Chromalox 500 | Tuttle & Kift 525 | | | | |
| (5) | | | Chromalox 350 | Tuttle & Kift 338 | | | | |
| (6) | | | Chromalox 150 | Tuttle & Kift 188 | | | | |
| Wattages: Other Units: High | | | Chromalox 1200 | Tuttle & Kift 1250 | | | | |
| (2) | | | Chromalox 700 | Tuttle & Kift 700 | | | | |
| (3) | | | Chromalox 500 | Tuttle & Kift 550 | | | | |
| (4) | | | Chromalox 300 | Tuttle & Kift 312 | | | | |
| (5) | | | Chromalox 175 | Tuttle & Kift 175 | | | | |
| (6) | | | Chromalox 125 | Tuttle & Kift 138 | | | | |
| Well Cooker: Unit Type | Chromalox | | | | | | | |
| Number of Heats | 6 | 6 | 6 | 6 | 6 | 6 | 6 | |
| Wattages: High | 800 | 800 | 800 | 800 | 1200 | 1200 | 1200 | |
| (2) | 450 | 450 | 450 | 450 | 800 | 800 | 800 | |
| (3) | 350 | 350 | 350 | 350 | 400 | 400 | 400 | |
| (4) | 200 | 200 | 200 | 200 | 300 | 300 | 300 | |
| (5) | 115 | 115 | 115 | 115 | 200 | 200 | 200 | |
| (6) | 90 | 90 | 90 | 90 | 100 | 100 | 100 | |
| Cooker Accessories | Pot and Trivet | | | Pot, Trivet, Pans, Fry Basket | | | | |
| Timed? | .. | | | Yes | | | | |
| Switch Panel Location | Front | Backsplasher | | | | | | |
| Flush or Recessed | Flush | | | | | | | |
| Switch Type | Six-Heat Hart | | | | | | | |
| Surface Signal Light(s) | .. | Yes | | | | | | |
| OVEN: | | | | | | | | |
| Inside Gross Dimensions (Nema) | | | | | | | | |
| Height (Inches) | 15½ | 15½ | 15½ | 15½ | 15½ | 15½ | 15½ | |
| Width (Inches) | 16 | 16 | 16 | 16 | 16 | 16 | 16 | |
| Depth (Inches) | 20 | 20 | 20 | 20 | 20 | 20 | 20 | |
| Inside Usable Dimensions (In.) | .. | .. | .. | .. | .. | .. | .. | |
| Number of Units | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| Type of Units | Open | | | | | | | |
| Wattages: Upper Unit: Preheat | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | |
| Broil | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | 2400 | |
| Bake | 350 | 350 | 350 | 350 | 350 | 350 | 350 | |
| Wattages: Lower Unit: Preheat | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | |
| Broil | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | |
| Bake | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | |
| Type of Thermostat | Hart | | | | | | | |
| Thermostat Range (°) | 550° | | | | | | | |
| Oven Shelves: Finish | Nickel | | | | | | | |
| Insulation Material | Rock Wool | | | | | | | |
| Top (Inches) | 2½ | 2½ | 2½ | 2½ | 2½ | 2½ | 2½ | |
| Sides (Inches) | 1½ to 2 | | | | | | | |
| Door (Inches) | 2 | 2 | 2 | 2 | 2 | 2 | 2 | |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema) | 500 | 500 | 500 | 500 | 500 | 500 | 500 | |
| Pilot Lights: Number | 1 | 1 | 1 | 1 | 1 | 1 | 1 | |
| Oven Illumination | Yes | | | | | | | |
| Broiler Pan | Porcelain Enamel | | | | | | | |
| Number Utility Drawers (Including Warmer) | 2 | 3 | 3 | 3 | 3 | 3 | 3 | |
| Warmer Unit Type | Chromalox | | | | | | | |
| Watts | 350 | 350 | 350 | 350 | 350 | 350 | 350 | |
| Control | Off-On Switch | | | | | | | |
| Signal Light | .. | .. | .. | .. | .. | .. | Yes | |
| ADDITIONAL FEATURES: | | | | | | | | |
| Cooking Top Light | Yes | | | | | | | |
| Timer | Yes | | | | | | | |
| Minute Minder | .. | .. | .. | .. | .. | Yes | | |
| Condiment Set | .. | .. | .. | .. | .. | .. | .. | |
| Extra Oven | .. | .. | .. | .. | .. | .. | .. | |
| Extra Broiler | .. | .. | .. | .. | .. | .. | .. | |
| Other Accessories Not Listed | .. | .. | .. | .. | .. | .. | .. | |

QUALITY

| Roberts & Mander | Stove Co., | Hatboro, Pa. | | | |
|-------------------------------------|------------|------------------------|----------|----------|----------|
| H10 | H20 | H30 | H40 | H50 | H92 |
| \$89.50 | \$99.50 | \$124.95 | \$149.95 | \$162.50 | \$189.90 |
| 19 | 36 | 36 | 40 | 40 | 36 |
| 26 3/4 | 26 3/4 | 27 3/4 | 27 3/4 | 27 3/4 | 30 1/2 |
| 36 | 36 | 36 | 36 | 36 | 36 |
| Apt. | Table Top | | | | Comb. |
| Welded Steel with Cast Iron | | | | | |
| Acid-Resisting Porcelain Enamel | | | | | |
| Porcelain Enamel | | | | | |
| Porcelain Enamel | | | | | |
| Chrome Trimmed Plastic | | | | | |
| Backsplasher | | | | | |
| Behind B'splasher | | | | | |
| Tuttle & Kift or Chromalox—Optional | | | | | |
| 4 or 3 and Well Cooker | | | | | |
| 3 | 5 | 5 | 5 | 5 | 5 |
| 5 | 5 | 5 | 5 | 5 | 5 |
| T-K 2100 | | Chromalox 2000 | | | |
| T-K 1050 | | Chromalox 1400 | | | |
| T-K 525 | | Chromalox 500 | | | |
| T-K 262 | | Chromalox 300 | | | |
| T-K 131 | | Chromalox 125 | | | |
| T-K 1250 | | Chromalox 1200 | | | |
| T-K 625 | | Chromalox 500 | | | |
| T-K 312 | | Chromalox 300 | | | |
| T-K 156 | | Chromalox 125 | | | |
| T-K 78 | | Chromalox 75 | | | |
| Chrom. | Open | Chromalox | | | |
| 5 | 5 | 5 | 5 | 5 | 5 |
| 1000 | 1000 | 1000 | 1000 | 1000 | 1000 |
| 600 | 600 | 600 | 600 | 600 | 600 |
| 250 | 250 | 250 | 250 | 250 | 250 |
| 150 | 150 | 150 | 150 | 150 | 150 |
| 60 | 60 | 60 | 60 | 60 | 60 |
| Trivet | Trivet | Trivet and Pudding Pan | | | |
| Front | Front | Backsplasher— | | | |
| Flush | | | | | |
| Slow-Break Silver Contact | | | | | |
| Yes | | | | | |
| 16 | 16 | 16 | 16 | 16 | 16 |
| 16 | 16 | 16 | 16 | 16 | 16 |
| 20 | 20 | 20 | 20 | 20 | 20 |
| 2 | 2 | 2 | 2 | 2 | 2 |
| Open Coil | | | | | |
| 2500 | 2500 | 2500 | 2500 | 2500 | 2500 |
| 2500 | 2500 | 2500 | 2500 | 2500 | 2500 |
| 2000 | 2000 | 2000 | 2000 | 2000 | 2000 |
| 2000 | 2000 | 2000 | 2000 | 2000 | 2000 |
| Hydraulic | | | | | |
| 175° to 550° | | | | | |
| Cadmium | | | | | |
| Rock Wool | | | | | |
| 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 |
| 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 |
| 1 | 1 | 1 | 1 | 1 | 1 |
| 1 | 2 | 2 | 2 | 2 | 2 |
| Enamel, Grids Enamel or Aluminum | | | | | |
| 2 | 2 | 3 | 3 | 3 | 3 |
| Chromalox | | | | | |
| 150 250 | | | | | |
| Off-On Switch | | | | | |
| Yes | | | | | |
| Opt. | Yes | Optional | | | |
| Optional | | | | | |
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Fry basket, triplicate pans, ringmold, stainless steel cooker pot are optional on all well cookers. Waterback and plate shelf optional on combination models.

Seasonal Industries Closely Watched By Dealer To Avoid Borderline Sales

GULFPORT, Miss.—Seasonal fluctuations of this community's chief industries—shrimp fishing, tourists, and boating—are all-important factors governing the operation of an appliance dealership here. At least that's the belief of Jack Braumiller, who manages Spooner-Braumiller, Inc., Frigidaire dealership.

The firm has developed a "payment insurance plan," which works so well that out of the 150 refrigerators sold in this town of 12,000 last year there was only one repossession.

"We check every prospect's future as well as we would our own," Mr. Braumiller explained. "When the prospect is engaged in an industry which is not in the best of condition, we attempt to get a cash deal or larger down payment to insure permanency of the sale. If this is not forthcoming, it is safer to avoid later difficulties by simply passing

up the business."

Upon contacting a prospect the firm tries to learn what industry he is connected with. Seasonal character of an industry frequently means that a prospect might have no opportunity of adding to his income for as long as six months.

For example, during a price and union war here last year, the shrimp industry was dormant for an entire season. Spooner-Braumiller turned down several sales to prospects in that industry, and so was not affected when a few months later payment defaults of every type appeared in connection with shrimping employees.

Mr. Braumiller keeps so tight a check on local industry that many of his friends come to him for "inside information." The check is maintained through a study of stock reports, carloadings, total sales, and other sources.

Big Profit In Appliances, Furniture Store Finds

MEMPHIS, Tenn.—Major appliances, a comparative newcomer to the company's lineup of products, have grown into a front-rank profit-maker for Demuth Furniture Co., 50-year-old furniture-appliance dealership here. The company merchandises the

General Electric appliance line. Two brothers, C. W. and J. W. Young, own the firm.

Balcony display windows fronting on the street have proved an effective means of directing attention to refrigerators and other appliances. Standing out in the sunny balcony display windows during the daytime, the appliances

SCOTCH MAID

| | | | | | |
|--|-------------------------------------|----------|----------|----------|---------|
| Name of Manufacturer..... | Stewart-Warner Corp., Chicago, Ill. | | | | |
| Model No. | 9191 | 9181 | 9171 | 9161 | 9151 |
| Price (Suggested list price F.O.B. factory) .. | \$219.95 | \$199.95 | \$149.95 | \$129.95 | \$99.95 |

GENERAL:

| | | | | | |
|--|--------------------------|--------|--------|--------|--------|
| Exterior Dimensions: | | | | | |
| Width (Inches) | 39 3/4 | 39 3/4 | 39 3/4 | 39 3/4 | 36 3/4 |
| Depth (Inches) | 24 | 24 | 24 | 24 | 23 1/4 |
| Height to Cooking Platform (Inches)..... | 36 | 36 | 36 | 36 | 36 |
| Type or Style | Cabinet | | | | |
| Body Construction | One Piece Welded | | | | |
| Exterior Finish: Cooking Top..... | Acid-Resisting Porcelain | | | | |
| Body | Porcelain | | | | |
| Interior Finish | Porcelain | | | | |
| Hardware | Chrome and White Plastic | | | | |
| Appliance Outlet Location | Backguard | | | | |

SURFACE UNITS:

| | | | | | |
|---------------------------------|------------------|------------------|------------------|------------------|------------------|
| Type | Enclosed | Tubular | | | |
| Number of Units | 3 | 3 | 3 | 3 | 3 |
| Number of Heats | Infinite | Infinite | Infinite | Infinite | Infinite |
| Wattages Large Unit: High..... | 2000 | 2100 | 2200 | 2200 | 2200 |
| (2) | Varying | 1050 | 1100 | 1100 | 1100 |
| (3) | | 525 | 550 | 550 | 550 |
| (4) | | 262 | 275 | 275 | 275 |
| (5) | | 131 | 137 | 137 | 137 |
| Wattages Other Units: High..... | 1200 | 1250 | 1300 | 1300 | 1300 |
| (2) | Varying | 625 | 650 | 650 | 650 |
| (3) | | 312 | 325 | 325 | 325 |
| (4) | | 156 | 162 | 162 | 162 |
| (5) | | 78 | 81 | 81 | 81 |
| Well Cooker: Unit Type | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil |
| Number of Heats | Infinite | Infinite | Infinite | Infinite | Infinite |
| Wattages: High | 1000 | 1000 | 1000 | 1000 | 1000 |
| (2) | Varying | 500 | 500 | 500 | 500 |
| (3) | | 250 | 250 | 250 | 250 |
| (4) | | 125 | 125 | 125 | 125 |
| (5) | | 62 | 62 | 62 | 62 |
| Cooker Accessories | Trivet, Basket | Trivet | Trivet | Trivet | Trivet |
| Timed? | Yes | Yes | Yes | Yes | Yes |
| Switch Panel Location | Backguard | Backguard | Backguard | Backguard | Backguard |
| Flush or Recessed | Flush | Flush | Flush | Flush | Flush |
| Switch Type | Variable Control | Variable Control | Variable Control | Variable Control | Variable Control |
| Surface Signal Light(s) | Panel | Panel | Panel | Panel | Panel |

OVEN:

| | | | | | |
|--|----------------------|----------------------|-----------------------|-----------------------|-----------------------|
| Inside Gross Dimensions (Nema): | | | | | |
| Height (Inches) | 16 3/4 | 16 3/4 | 16 3/4 | 16 3/4 | 17 |
| Width (Inches) | 16 | 16 | 16 | 16 | 16 |
| Depth (Inches) | 19 3/4 | 19 3/4 | 19 3/4 | 19 3/4 | 19 3/4 |
| Inside Usable Dimensions (Inches)..... | 12 1/4 x 15 x 19 1/4 | 12 1/4 x 15 x 19 1/4 | 12 1/4 x 15 x 19 1/4 | 12 1/4 x 15 x 19 1/4 | 12 1/4 x 15 x 19 1/4 |
| Number of Units | 2 | 2 | 2 | 2 | 2 |
| Type of Units | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil |
| Wattages: Upper Unit: Preheat..... | 2300 | 2300 | 3000 | 3000 | 2600 |
| Speed Broil | 3200 | 3200 | 3000 | 3000 | 2600 |
| Broil | 2000 | 2000 | 3000 | 3000 | 2600 |
| Bake | 300 | 300 | 300 | 300 | 310 |
| Wattages: Lower Unit: Preheat..... | 2600 | 2600 | 1600 | 1600 | 1800 |
| Broil | 1800 | 1800 | 2250 | 2250 | 1940 |
| Bake | 1800 | 1800 | 2250 | 2250 | 1940 |
| Type of Thermostat | Duomatic Preheat | Duomatic Preheat | Hydraulic Double Pole | Hydraulic Double Pole | Hydraulic Double Pole |
| Thermostat Range (°) | 175° to 550° | 175° to 550° | 150° to 550° | 150° to 550° | 150° to 550° |
| Oven Shelves: Finish | Bright Nickel | Bright Nickel | Bright Nickel | Bright Nickel | Bright Nickel |
| Insulation Material | Fiberglass | Fiberglass | Fiberglass | Fiberglass | Fiberglass |
| Top (Inches) | 3 | 3 | 3 | 3 | 3 1/2 |
| Sides (Inches) | 2 1/4 | 2 1/4 | 2 1/4 | 2 1/4 | 1 1/4 |
| Door (Inches) | 2 | 2 | 2 | 2 | 1 1/4 |
| Watts Needed to Maintain Oven at 400° F. in 75° Room (Nema)..... | 540 | 540 | 540 | 540 | 560 |
| Pilot Lights: Number | 2 | 2 | 1 | 1 | 1 |
| Oven Illumination | Automatic Recessed | Automatic Recessed | Automatic Recessed | Automatic Recessed | Automatic Recessed |
| Broiler Pan | Bright Nickel Rack | Bright Nickel Rack | Bright Nickel Rack | Bright Nickel Rack | Bright Nickel Rack |
| Number Utility Drawers (Incl. Warmer) .. | 3 | 3 | 3 | 3 | 2 |
| Warmer Unit Type | Enclosed | Enclosed | Optional | Optional | Optional |
| Watts | 350 | 350 | 350 | 350 | 350 |
| Control | Switch | Switch | Switch | Switch | Switch |
| Signal Light | Yes | Yes | Yes | Yes | Yes |

ADDITIONAL FEATURES:

| | | | | | |
|------------------------------------|-----|-----|------|----------|------|
| Cooking Top Light | Yes | Yes | Opt. | Yes | Opt. |
| Timer | Yes | Yes | Opt. | Optional | Opt. |
| Minute Minder | Yes | Yes | Opt. | Optional | Opt. |
| Condiment Set | Yes | Yes | Opt. | Optional | Opt. |
| Extra Oven | Yes | Yes | Opt. | Optional | Opt. |
| Extra Broiler | Yes | Yes | Opt. | Optional | Opt. |
| Other Accessories Not Listed | Yes | Yes | Opt. | Optional | Opt. |

*11 3/4 x 14 3/4 x 18 3/4. †Models 9191 and 9181 have 5-way timer selector switch. ‡Model 9171-K same as 9171 except equipped with Timer, Minute Minder, Condiments, and lamp. Suggested List—\$169.95. §Model 9161-K same as 9161 except equipped with Timer, Minute Minder, Condiments, and Lamp. Suggested List—\$149.95.

THERMADOR

| | | | | |
|---|------|--------|------|--|
| Thermador Electrical Mfg. Co., Los Angeles, Calif. | | | | |
| T-19 | T-30 | T-40-H | T-51 | |

| | | | |
|---------------------------------|------------|---------|--------|
| 22 3/4 | 38 | 44 1/2 | 44 1/2 |
| 24 | 24 | 24 | 24 |
| 36 | 36 | 36 | 36 |
| Apt. H. | Base | 2 Ovens | |
| Wrap Around All Steel | | | |
| Acid-Resistant Porcelain Enamel | | | |
| Porcelain Enamel | | | |
| Plastic and Chrome | | | |
| Front | Backsplash | Front | |

| | | | | |
|-------------------------|-------------------|-----------------|-----------------|-----------------|
| Tuttle & Kift (Tubular) | | | | |
| 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 2200 | 2200 | 2200 | 2200 | 2200 |
| 1050 | 1050 | 1050 | 1050 | 1050 |
| 525 | 525 | 525 | 525 | 525 |
| 262 | 262 | 262 | 262 | 262 |
| 131 | 131 | 131 | 131 | 131 |
| 1300 | 1300 | 1300 | 1300 | 1300 |
| 650 | 650 | 650 | 650 | 650 |
| 325 | 325 | 325 | 325 | 325 |
| 162 | 162 | 162 | 162 | 162 |
| 81 | 81 | 81 | 81 | 81 |
| Open Coil | Open Coil | Open Coil | Open Coil | Open Coil |
| 5 | 5 | 5 | 5 | 5 |
| 800 | 800 | 800 | 800 | 800 |
| 400 | 400 | 400 | 400 | 400 |
| 200 | 200 | 200 | 200 | 200 |
| 100 | 100 | 100 | 100 | 100 |
| 50 | 50 | 50 | 50 | 50 |
| Trivet | Trivet | Trivet | Trivet | Trivet |
| Front | Front, Backsplash | Front | Front | Front |
| Rotary | Flush | Rotary | Rotary | Rotary |
| Silver Contacts | Silver Contacts | Silver Contacts | Silver Contacts | Silver Contacts |
| Yes | Yes | Yes | Yes | Yes |

| | | | |
|-----------------|-----------------|-----------------|-----------------|
| 15 3/4 | 15 3/4 | 15 3/4 | 15 3/4 |
| 18 | 18 | 18 | 18 |
| 18 3/4 | 18 3/4 | 18 3/4 | 18 3/4 |
| 2 | 2 | 2 | 2 |
| Open Coil | Open Coil | Open Coil | Open Coil |
| 2300 | 2300 | 2300 | 2300 |
| 2300 | 2300 | 2300 | 2300 |
| 2300 | 2300 | 2300 | 2300 |
| 2300 | 2300 | 2300 | 2300 |
| 2300 | 2300 | 2300 | 2300 |
| 2300 | 2300 | 2300 | 2300 |
| Hydraulic | Hydraulic | Hydraulic | Hydraulic |
| 150° to 550° F. | 150° to 550° F. | 150° to 550° F. | 150° to 550° F. |
| Bright Nickel | Bright Nickel | Bright Nickel | Bright Nickel |
| Rock Wool | Rock Wool | Rock Wool | Rock Wool |
| 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 |
| 2 1/4 | 2 1/4 | 2 1/4 | 2 1/4 |
| 1 1/2 | 1 1/2 | 1 1/2 | 1 1/2 |
| 1 | 1 | 1 | 1 |
| Yes | Yes | Yes | Yes |
| Open Coil | Open Coil | Open Coil | Open Coil |
| 500 | 500 | 500 | 500 |
| Thermo | Thermo | Thermo | Thermo |
| Yes | Yes | Yes | Yes |

*Kitchen Heater of 2500 watts.

WESTINGHOUSE

| | | | | | | | |
|---|---------|---------|----------|----------|----------|----------|--|
| Westinghouse Electric & Mfg. Co., Mansfield, Ohio | | | | | | | |
| HC-64 | AC-64 | LCN-63 | MC-664 | RC-664 | BC-64 | KC-64 | |
| *\$119.95 | \$99.95 | \$84.50 | \$299.95 | \$239.95 | \$179.95 | \$129.95 | |

| | | | | | | |
|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| 38 | 38 | 21 | 42 | 38 | 38 | 38 |
| 27 | 27 | 25 3/4 | 27 1/2 | 27 3/4 | 27 3/4 | 27 3/4 |
| 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Skirted to Floor | Skirted to Floor | Skirted to Floor | Skirted to Floor | Skirted to Floor | Skirted to Floor | Skirted to Floor |
| Unit Body | Unit Body | Unit Body | Unit Body | Unit Body | Unit Body | Unit Body |
| White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain |
| White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain | White Porcelain |
| Plastic and Chrome | Plastic and Chrome | Plastic and Chrome | Plastic and Chrome | Plastic and Chrome | Plastic and Chrome | Plastic and Chrome |
| Backsplash | Backsplash | Backsplash | Backsplash | Backsplash | Backsplash | Backsplash |

| | | | | | | | |
|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Corox Tubular | | | | | | | |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2200 | 2200 | 2200 | 2200 | 2200 | 2200 | 2200 | 2200 |
| 1100 | 1100 | 1100 | 1100 | 1100 | 1100 | 1100 | 1100 |
| 550 | 550 | 550 | 550 | 550 | 550 | 550 | 550 |
| 275 | 275 | 275 | 275 | 275 | 275 | 275 | 275 |
| 135 | 135 | 135 | 135 | 135 | 135 | 135 | 135 |
| 1300 | 1300 | 1300 | 1300 | 1300 | 1300 | 1300 | 1300 |
| 650 | 650 | 650 | 650 | 650 | 650 | 650 | 650 |
| 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 |
| 160 | 160 | 160 | 160 | 160 | 160 | 160 | 160 |
| 80 | 80 | 80 | 80 | 80 | 80 | 80 | 80 |
| Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 800 | 800 | 800 | 800 | 800 | 800 | 800 | 800 |
| 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 |
| 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 |
| Trivet | Trivet | Trivet | Trivet | Trivet | Trivet | Trivet | Trivet |
| Backsplash | Backsplash | Backsplash | Backsplash | Backsplash | Backsplash | Backsplash | Backsplash |
| Front | Front | Front | Front | Front | Front | Front | Front |
| Cam-action, Silver | Cam-action, Silver | Cam-action, Silver | Cam-action, Silver | Cam-action, Silver | Cam-action, Silver | Cam-action, Silver | Cam-action, Silver |
| Contacts | Contacts | Contacts | Contacts | Contacts | Contacts | Contacts | Contacts |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

| | | | | | | | | |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 14 | 14 | 16 | 14 | 11 1/2 | 16 | 11 1/2 | 16 | 16 |
| 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |
| 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 | 19 1/2 |
| 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 10 1/2 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 | 11 1/4 x 16 x 18 3/4 |
| 2 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil | Open Coil |
| 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 |
| 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 |
| 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 | 700 |
| 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 |
| 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 | 3000 |
| Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic | Hydraulic |
| 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° | 175° to 550° |
| Nickel | Nickel | Nickel | Nickel | Nickel | Nickel | Nickel | Nickel | Nickel |
| Rock Wool | Rock Wool | Rock Wool | Rock Wool | Rock Wool | Rock Wool | Rock Wool | Rock Wool | Rock Wool |
| 2 3/4 | 2 3/4 | 1 1/2 | 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 | 2 3/4 |
| 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 | 1 1/4 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil | Opt. Open Coil |
| 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 | 250 |
| Switch | Switch | Switch | Switch | Switch | Switch | Switch | Switch | Switch |

*All prices for Zone 1. †Large oven (MC-664) 11 1/4 x 16 x 18 3/4. ‡For average baking, oven uses current only nine minutes out of the hour. §Look-in door on model HC-64. §MC-664 has oven utensil set and utensil file.

Automatic Electric Oven
Added By Universal

NEW BRITAIN, Conn.—Automatic electric oven which operates from any outlet has been added to its Universal appliance line by Landers, Frary & Clark.

Finished outside in white baked enamel and porcelain-enameled inside, the oven is equipped with roasting pan and a rack to provide broiling facilities.

PATENTS

Weeks of May 13, 20

2,241,411. REFRIGERATION. Orton S. McGuffey, Lansing, Mich., assignor to Kold-Hold Mfg. Co., Lansing, Mich., a corporation of Michigan. Application July 3, 1939, Serial No. 282,600. 2 Claims. (Cl. 62-1.)

For Information on Motors
FOR ALL TYPES OF
Air Conditioning and
Refrigeration Equipment
WRITE TO

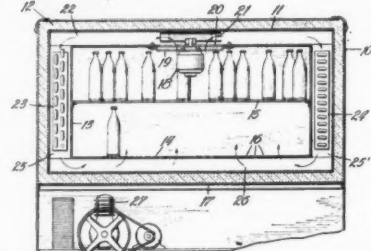
Wagner Electric Corporation
6441 PLYMOUTH AVE.
ST. LOUIS, MO.

1. The herein described method of producing a refrigerating unit which consists, in providing a closed refrigerating tank hermetically sealed at all places except at an opening therein for filling the tank, supplying a freezable solution which has been heated nearly to its boiling point to said tank while the solution is still sufficiently hot to have vapors rising therefrom, and filling it through said filling opening to substantially 90% of its capacity, and sealing said filling opening after an interval of time sufficient for the vapors rising from the heated solution to exclude air from the unfilled space within the tank and before the solution has materially lowered in temperature.

2,241,426. BEVERAGE COOLER. Aaron Wiley Sherwood, Hackensack, N. J., assignor to Associated Engineering, Inc., Glen Rock, N. J., a corporation of New Jersey. Application Sept. 26, 1938, Serial

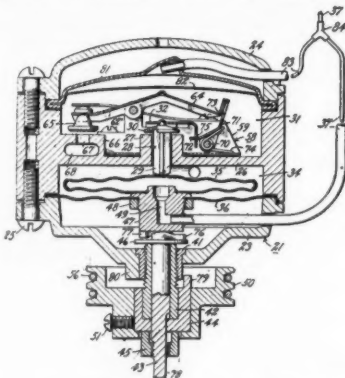
No. 231,635. 18 Claims. (Cl. 62-141.)
1. The method of cooling a beverage which comprises maintaining a gas pressure on the beverage in a container, applying a reduced pressure to a cooling chamber above the container to transfer the beverage to said chamber, applying a cooling medium to said cooling chamber and then applying a pressure to said chamber at least as high as the pressure in said container to return the beverage to said container.

2,241,558. AIR-COOLED BOTTLED BEVERAGE COOLER. Roland S. Read, Bloomington, Ill. Application Sept. 9, 1938, Serial No. 229,043. 1 Claim. (Cl. 62-102.)



In an air-cooled bottled beverage cooler, a refrigerator cabinet, a liner box in said cabinet for supporting bottled beverages horizontally or vertically, cooling coils between the liner box and the cabinet walls, fan means for circulating air in heat exchange relationship to the cooling coils, air circulation perforations in the bottom and side walls of the liner box, and hinged baffle means for controlling the airflow through the liner box as required for properly cooling the bottled beverage stored horizontally or vertically.

2,241,571. CONTROL MECHANISM FOR REFRIGERATORS. Sven W. E. Andersson, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Original application June 1, 1934, Serial No. 728,525, now Patent No. 2,123,920, dated July 19, 1938. Divided and this application March 8, 1938, Serial No. 194,593. 9 Claims. (Cl. 137-139.)



1. In mechanism of the character described, a control member, an element responsive to temperature to normally operate said control member, a part movable between definite limits to impart movement to said element to adjust the position of the latter and vary the normal operation of said control member, the ratio of movements of said part and said element being substantially constant between said definite limits, and structure interposed between said part and said element to vary the substantially constant ratio of movements of said element and said part when the latter is moved beyond said definite limits.

2,241,579. AIR CONDITIONING SYSTEM UTILIZING REFRIGERATION. Carl O. Bergstrom, Boston, Mass., assignor to B. F. Sturtevant Co., Boston, Mass. Application Dec. 6, 1939, Serial No. 307,845. 5 Claims. (Cl. 62-6.)



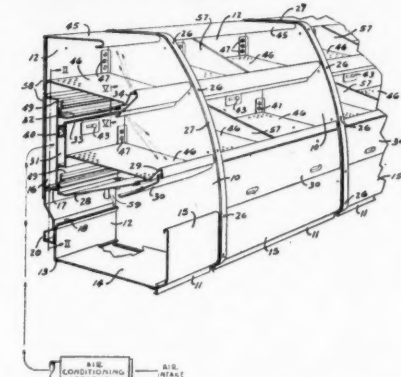
1. An air cooling system for a passenger vehicle, comprising a plurality of fans supported overhead the passenger space and spaced longitudinally of the vehicle for supplying outdoor air into said space, refrigerant evaporators associated with certain of said fans, means including a compressor for supplying a refrigerant to said evaporators, volume control means associated with those fans not associated with said evaporators for varying the volume of outdoor air supplied thereby into the passenger space, and means including a thermostat responsive to temperature changes in the air in said passenger space for controlling said compressor and said volume control means.

2,241,853. CONDITIONED DISPLAY. Keith W. Hall and Donald W. McCready, Ann Arbor, Mich., said Hall assignor to Tolco, Inc., Toledo, Ohio, a corporation of Ohio. Application March 9, 1938, Serial No. 194,802. 7 Claims. (Cl. 62-89.5.)

1. An apparatus of the class described comprising, in combination, an open display rack for products of the soil, means for shielding the rack and a space immediately thereabove against the entry of atmospheric air without materially impairing the free accessibility of the products, including means for discharging a protecting curtain of air that is so directed that it does not enter said space, and means for supplying to said space conditioned air substantially free from

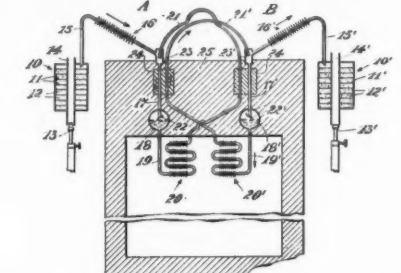
liquid particles, the rack being shielded to a sufficient extent, and said conditioned air being supplied at a sufficient rate, to maintain within said shielding means a body of conditioned air substantially undiluted by atmospheric air.

2,241,854. AIR CONDITIONED DISPLAY COMPARTMENT. Keith W. Hall and Donald W. McCready, Ann Arbor, Mich.; said Hall assignor to Tolco, Inc., Toledo, Ohio, a corporation of Ohio. Application May 21, 1938, Serial No. 209,393. 4 Claims. (Cl. 98-36.)



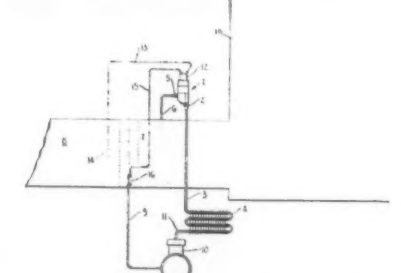
1. In an apparatus of the class described, in combination, a display compartment having walls for enclosing a space extending to a substantial height above products displayed therein and having an access opening, means for directing a stream of air to form a protective curtain of air that shields said opening, and means for continuously supplying conditioned air to the compartment, whereby said conditioned air continuously escapes through said access opening, and the entry of atmospheric air therethrough is inhibited.

2,242,191. ABSORPTION REFRIGERATING APPARATUS. Nils Erland af Kleen, Stockholm, Sweden. Application Nov. 19, 1940, Serial No. 366,200. In Sweden Sept. 16, 1938. 2 Claims. (Cl. 62-118.)



1. In absorption refrigerating apparatus of the intermittent type including combined absorbing and generating means adapted to be heated and cooled alternately for the generating and absorbing periods, respectively, of the apparatus, and condensing means connected to said combined absorbing and generating means for liquefying the refrigerant vapors generated during the generating periods; an evaporating system for the refrigerant liquefied by said condensing means, comprising an evaporator arranged below said condensing means, a downwardly extending conduit for delivering relatively warm liquid refrigerant from said condensing means to said evaporator during each generating period, a separate conduit extending upwardly from said evaporator and terminating in communication with the upper end of said first-named conduit, for the passage of relatively cold refrigerant vapors from said evaporator during each absorbing period, and non-return valve means in each of said conduits for preventing the upward flow of refrigerant vapors through said first-named conduit during the absorbing periods, and the downward flow of liquid refrigerant through said second-named conduit during the generating periods.

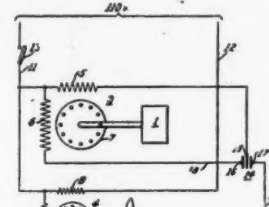
2,242,334. REFRIGERATING SYSTEM. Daniel D. Wile, Utica, N. Y., assignor to Detroit Lubricator Co., Detroit, Mich., a corporation of Michigan. Application March 30, 1938, Serial No. 198,926. 14 Claims. (Cl. 62-2.)



1. In a refrigerating system including a cooling chamber having a refrigerant evaporator with a refrigerant return line, a valve for controlling the supply of refrigerant to the evaporator, power means for actuating said valve, and a pair of temperature responsive elements communicatively connected to said power means, one of said elements being subject to the temperature of the refrigerant return line, the other of said elements being subject to temperature in the cooling chamber, said elements and said means being charged with a predetermined quantity of condensable temperature responsive fluid which is volumetrically condensable for complete reception in one or the other of said elements so that the element at the lower temperature will have exclusive control of said valve.

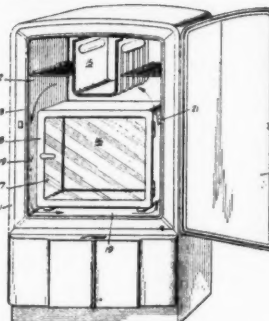
2,242,370. CAPACITOR-TYPE MOTOR FOR REFRIGERATING APPARATUS. Lewis C. Packer, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., a corporation

of Pennsylvania. Application April 4, 1940, Serial No. 327,828. 2 Claims. (Cl. 172-278.)



1. In combination, two capacitor motors, each having a main winding and a capacitor-winding, a single pair of single-phase supply-line conductors therefor, and a single capacitor therefor, characterized by the capacitor having an intermediate tap as well as two terminal members, one of the supply-line conductors being connected to the intermediate tap, and the two terminal members being connected to the other supply-line conductor in series with the respective capacitor-windings of the two motors.

2,242,407. REFRIGERATION APPARATUS. Raymond E. Tobey, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., a corporation of Pennsylvania. Application Oct. 19, 1939, Serial No. 300,124. 7 Claims. (Cl. 62-89.)



1. In refrigeration apparatus, the combination of a refrigerator cabinet, a relatively low temperature cooling element for abstracting heat from the air in said cabinet which circulates into contact with the cooling element, said cooling element also abstracting moisture from the air in said cabinet, a substantially enclosed chamber disposed in said cabinet, a substantial part of which is formed of a material of good heat conductivity, said chamber being cooled primarily by conduction of heat through said material to said circulated air so that a relatively high humidity is maintained therein, and means for controlling the amount of moisture in said chamber, said means comprising movable dampers which afford circulation through said chamber of relatively small amounts of the dry air which contacts said cooling element to withdraw moisture from said chamber and deposit it on the cooling element when the humidity in said chamber is too high, and moisture responsive means for operating said dampers.

2,242,421. REFRIGERATOR CABINET LID. Howard M. Dodge, Wabash, Ind., assignor to The General Tire & Rubber Co., Akron, Ohio, a corporation of Ohio. Application July 14, 1938, Serial No. 219,272. 5 Claims. (Cl. 220-31.)

1. A refrigerator cabinet lid which comprises a pair of sections each comprising a top wall of heat-insulating material, peripheral supporting walls depending therefrom, an upper metallic pan underlying the top wall and having a depending flange embedded in the depending wall, a lower metallic pan extending across the

(Concluded on Page 23, Column 1)

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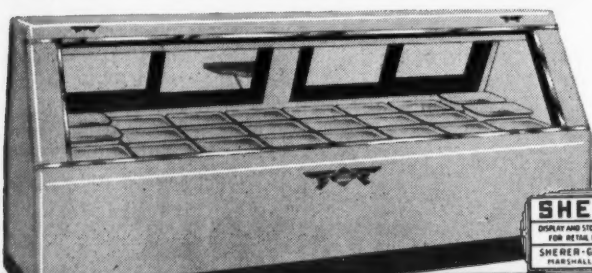
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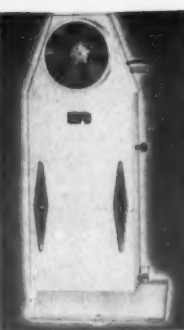
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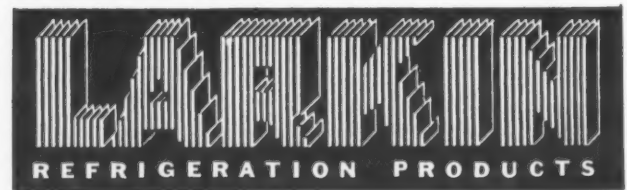
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REFRIGERATION PRODUCTS

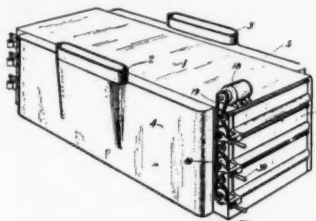
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REFRIGERATION CONTROL

Fan Blades and Blower Wheels
by TORRINGTON
THE TORRINGTON MANUFACTURING CO. of TORRINGTON, CONNECTICUT

Patents (Cont.)

(Concluded from Page 22, Column 5)
bottom of each section, heat-insulating material enclosed in each section, a hinge for hingedly connecting the sections, members of said hinge being secured to the sections by means threaded into the depending flange of the upper pan.

2,242,527. QUICK FREEZING OF PACKAGED FOODSTUFFS. Frank W. Knowles, Seattle, Wash. Application July 31, 1939, Serial No. 287,581. 5 Claims. (Cl. 62-102.)



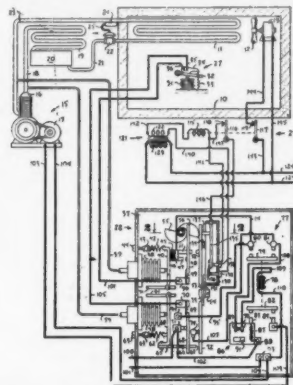
1. A refrigeration device, comprising: a first and a second plate for supporting therebetween a layer of packages in contact with opposed faces of said plates, said plates having radiation faces, radiation fins on said radiation faces, means for moving said plates to and from each other, means for refrigerating said radiation faces and fins, and means for progressing one of said plates parallel to the other to feed packages in and out of said device.

2,242,524. PORTABLE COOLER. John Maurice Petersen, Kansas City, Kan. Application March 7, 1940, Serial No. 322,691. 3 Claims. (Cl. 261-104.)

1. A portable cooler of the character described comprising a reservoir for water having a plurality of vertical openings in the bottom thereof; a hood on the reservoir provided with an outlet port; a fan for forcing air outwardly in a horizontal path from the hood through said port; tubes of absorbent material in communication with the holes adapted to be wetted by water in the reservoir; and wicks extending upwardly into the hood from between the tubes in the reservoir, said fan being arranged to move air across the tops of said tubes to draw air upwardly into the hood through the tubes and across the wicks before forcing the same through the outlet port.

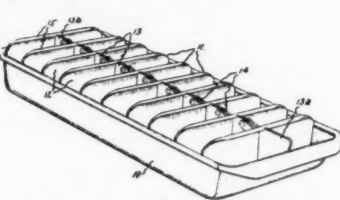
2,242,728. CONTROL SYSTEM FOR REFRIGERATING APPARATUS. Alvin B. Newton, Minneapolis, Minn., assignor to Minneapolis-Honeywell Regulator Co., Minneapolis, Minn., a corporation of Delaware. Application March 17, 1938, Serial No. 196,452. 14 Claims. (Cl. 62-4.)

1. In a refrigeration control system, the combination of, a device responsive to changes in the value of a condition indicative of a need for refrigeration and moved in accordance with such changes, a first switch including a movable contact operated by said device and a relatively stationary contact arm to be engaged by the movable contact, a stop for the contact arm, means for biasing the contact arm into engagement with the stop and toward said movable contact whereby the first switch is opened and closed upon movement of said condition responsive device, a second switch including relatively movable contact operating members carrying contacts, means for biasing one



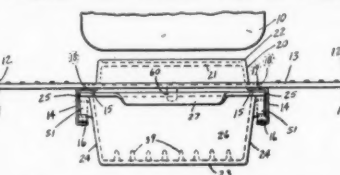
of the contact operating members into engagement with the contact arm and the other contact operating member into engagement with the stop whereupon movement of the contact arm with respect to the stop causes opening and closing of the second switch.

2,242,764. FREEZING TRAY. Carl H. Steenstrup, Schenectady, N. Y., assignor to General Electric Co., a corporation of New York. Application Oct. 24, 1939, Serial No. 300,957. 4 Claims. (Cl. 62-108.5.)



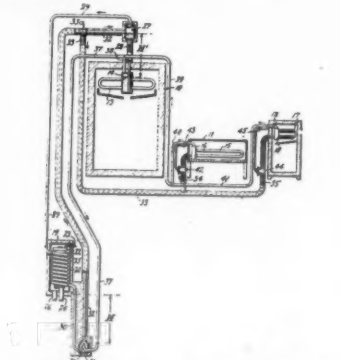
1. In combination, a freezing tray and a removable partition assembly arranged to cooperate therewith to form a plurality of ice block compartments, said partition assembly including at least one pair of transverse partition elements spaced apart longitudinally of said tray, and a link connecting the elements of said pair of elements above the normal level of ice in said tray and affording relative movement therebetween, said link being arranged to force said elements apart a limited distance longitudinally of said tray when one of said elements of said pair is moved outwardly from said tray with respect to the other element of said pair to facilitate the breaking of a frozen bond between said tray and an ice block formed adjacent said one element.

2,242,903. REFRIGERATOR AND TRAY CONSTRUCTION. Henry H. Crimmel, Hartford City, Ind., assignor to Sneath Glass Co., Hartford City, Ind., a corporation. Application March 14, 1938, Serial No. 195,768. 14 Claims. (Cl. 62-103.)



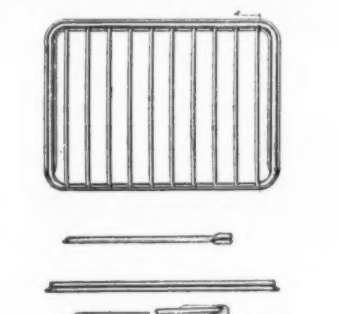
1. The combination with a slidable tray and a pair of tray support spaced tracks at the sides thereof, of a plurality of spaced elevating surface providing portions upon each track and projecting toward the adjacent tray side, and a similar number and similarly spaced means projecting from each tray side and toward the adjacent track for surface engagement.

2,242,926. REFRIGERATION. Bennet Carroll Shipman, deceased, late of Arlington County, Va., by Clara Wood Shipman, executrix, Birmingham, Ala., assignor to Servel, Inc., New York, N. Y., a corporation of Delaware. Application Nov. 19, 1938, Serial No. 241,372. 4 Claims. (Cl. 62-8.)



1. In a method of heat transfer including evaporation of heat transfer fluid at an upper level, condensation of the fluid to liquid at a lower level, and raising liquid upward from said lower level, that improvement which consists in carrying out evaporation at a plurality of upper levels, utilizing vapor resulting from said evaporation to cause said raising of liquid upward from said lower level, conducting raised liquid to said upper levels by gravity flow, and controlling flow of liquid to a lower one of said upper levels responsive to a temperature condition affected by evaporation at that level.

DESIGNS
127,289. DESIGN FOR A RACK FOR A REFRIGERATOR, OVEN, OR THE LIKE. Leonard A. Young, Detroit, Mich. Application Sept. 19, 1940, Serial No. 95,199. Term of patent 14 years.



The ornamental design for a rack for a refrigerator, oven, or the like, as shown.

Use of Refrigerators For Defense Cited In Steel Problem

CLEVELAND—Refrigerators are cited as one of the "border line" cases in the rationing of steel for national defense, according to a review of the current situation in the magazine "Steel." Rationing of steel for civilian use "becomes ever more of a problem and several steel-makers have expressed the desire that Washington lay down rules to govern them," the report said.

"Refrigerators might seem a purely civilian product, yet refrigerators are needed for army cantonments, battleships, and other service branches. Moreover it is reported that Washington has purchased 35,000 refrigerators for distribution into the TVA district.

"Many cases are borderline ones between direct defense and civilian use," the report continued. "Thus a maker of plates notified a maker of smokestacks that his delivery schedule would be postponed for a year, original specifications having named next September. The smokestack maker replied that some of his contracts were for industrial plants engaged largely in defense."

Minnesota Revises Trade Law

MINNEAPOLIS—Minnesota's new unfair trade practices act, outlawing sales below cost plus 8%, has been signed by Governor Harold Stassen and made law. This new act steps down by 2% the prima facie clause of the old 1939 law which forbids sales below cost plus 10%.

Principle import of the new measure, however, is the fact that it is fitted with an effective set of "teeth" which make violators of the law liable under the criminal as well as the civil sections.

Loophole of the old statute was that merchants could cut prices below the prescribed markup if such action was necessary to meet "local" competition. In the new measure the word "legal" has been substituted for "local."

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REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

POSITIONS AVAILABLE

ONE OF oldest and largest manufacturers of commercial refrigeration machines in the country has opportunity for young unmarried man to contact dealers in Atlantic States. Commercial refrigeration experience, automobile, and willingness to travel continually are essential. Straight salary. Our own men know of this ad. Replies held confidential. Reply Box 1333, Air Conditioning & Refrigeration News.

FRANCHISES AVAILABLE

SELL refrigerator display cases, walk-in coolers, reach-in refrigerators, refrigerating units, to meat markets, grocers, taverns, etc. Financing arrangements to help sell. Write for full information or see EHRICH REFRIGERATOR MFG. CO., St. Joseph, Mo. Dept. A.

GENERAL Refrigerator Company is announcing the new 1941 line. General Display Cases, Reach-In Cabinets, Walk-In Coolers and Beer Pre-Coolers. For almost half a century we are manufacturers of the highest quality commercial refrigerators. Compare with other higher priced lines. Write in for prices and discounts on the biggest money making line in the country. GENERAL REFRIGERATOR CO., 5th & Bainbridge Sts., Philadelphia, Pa.

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HIGHEST prices paid for household refrigerators any condition. Wire or write listing makes, size, and year models. GENERAL REFRIGERATOR CORP., 2204 Mission St., San Francisco, Calif.

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ENGINEERED TO YOUR EXPECTATIONS
BUNDY TUBING CO., DETROIT

WANTED—500 General Electric monitor top refrigerators, DR-1 and DR-2. Will pay top prices for them. MACKLAM REFRIGERATOR SALES & SERVICE CORP., 220-222 W. Huron St., Chicago, Ill.

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"AS IS" boxes and surplus stock of all kinds. Grunows \$12.00 each. Meter Miser \$9.00 each. Complete Westinghouse 1 ton low-sides ready to install \$32.50 each. 1/2 H. P. Fedders condensers \$2.25 each. 1/2" Mueller strainers, complete with two 1/2" to 3/4" flare nuts, in lots of five, 60¢ each. Shrouds for DR-1, DR-2 and DR-3 G-E Monitor Tops, entire lot of 100 available 60¢ each. Compressors and motors of all types. Write us your requirements. ASSOCIATED REFRIGERATOR PLANT, INC., 3028 W. Hunting Park Ave., Philadelphia, Pa.

PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

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If it's a refrigeration job... no matter how big or how small... we can supply Lipman equipment to fit the specifications. Let us work with you.

Model 153 Water-cooled Machine



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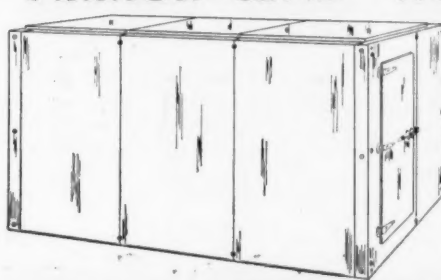


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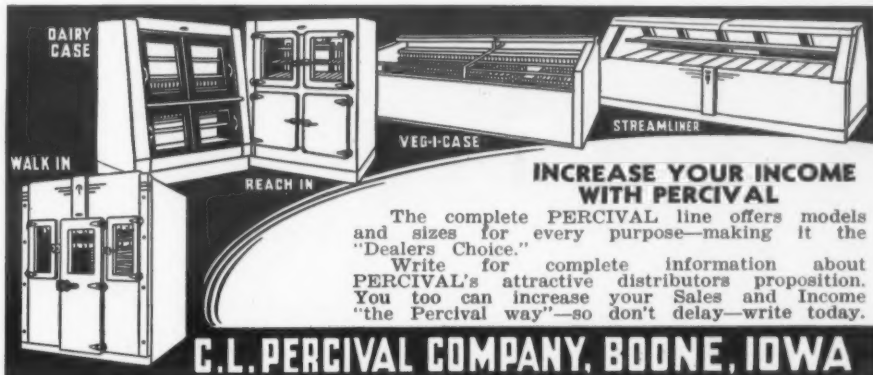
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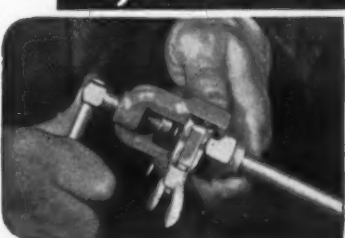


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• The new Imperial Flaring Tool with slip-on yoke, provides ease and speed of operation never before attained in a flaring tool. The yoke is made so that it can be slipped on over the bar without twisting or turning. The inside edges of the yoke are slotted so that once in position a slight turn holds it in place on the bar. Yokes No. 195-F Imperial Flaring Tool, flares 1/4", 3/8", 1/2" and 5/8" O. D. tubing. Price each, \$4.25. Also available for all other sizes of tubing. THE IMPERIAL BRASS MFG. CO., 345 S. Racine Ave., Chicago, Ill.

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A complete line in all sizes
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AIR-MAZE Permanent Air-Filter Panels
AIR-MAZE CORP., CLEVELAND, OHIO
First Cost is the LAST COST!

Inventory Rule For Clamp Controls on Copper Is Confusing Prices Are Advanced On Refrigerators

(Concluded from Page 1, Column 3) required.)

(The term "Customer" as defined includes all persons, firms, or corporations who buy as purchasers or as consignees.)

(3) Each Supplier, by sworn agreement, is required to exercise care and judgment respecting each delivery; is not permitted to make such delivery when he knows, or has reason to believe that such delivery will result in an increase of inventories in the hands of the Customer; and is required to report non-observance or evasion of the letter or spirit of this order to the Director of Priorities.

(The measure of reasonable inventory levels is considered the volume of metals necessary for proper and normal operation, and in relation to National Defense vs. non-defense production.)

(4) Each Supplier agrees, in his sworn statement, to report to the Director of Priorities any customer who shall fail to furnish his sworn statement of his inventory position as required, at each date specified in this order.

(5) Each supplier, upon request, is required to furnish to the Director of Priorities complete information pertaining to all shipments, of all metals specified by this order, to all Customers.

(6) Each Customer, by sworn statement, agrees not to accept any delivery, from any Supplier, which will effect an unjustifiable increase and result in an excess of necessary inventories.

(The Customer shares with the Supplier the responsibilities for conservation and for violation of the terms of this order.)

The question, of course, is just how the terms "supplier" and "customer" are applied to the various factors in the refrigeration industry.

Is the refrigeration parts and supply jobber, for example, a "supplier" or a "customer" or both?

Does every service shop and dealer that buys copper tubing have to give a sworn statement of his inventory position every month?

No one right now seems to be able to give a positive answer to these questions. We hope to have an answer by the time next week's issue goes to press.

S. A. Trade Booms Philco Exports

(Concluded from Page 1, Column 2) the company's tax liability may be, provision for federal and state taxes in the amount of \$375,000 has been made out of the 1941 first quarter earnings. Net income, after such provision for taxes, was \$535,272. In the first quarter of 1940, net income amounted to \$375,638, after providing \$217,682 for federal and state taxes.

Net income for the first quarter of 1941 was equivalent, after making provision for taxes as above indicated, to 39 cents per share on each of the 1,372,143 shares of common stock outstanding on March 31, 1941, as compared with 27 cents in 1940, assuming that the same number of shares had then been outstanding.

"While almost every branch of the company's business in the first quarter was at a higher level than a year ago, the increase in sales of Philco refrigerators has been particularly striking," Mr. Buckley told the distributors.

Because of good volume in Latin American countries, the company's export business in the first quarter was appreciably ahead of the same period in 1940, notwithstanding the spread of the war.

Wright Takes District Post With Ansul

(Concluded from Page 1, Column 4) promoted to assistant national sales manager of Dugas Engineering Corp., Chicago, a wholly owned subsidiary of Ansul.

Mr. Wright, a graduate of University of Tennessee, is a nephew of the owner of Leinart Engineering Co., Knoxville, refrigeration supplies jobber. Mr. Plouff, a native of Marinette, Wis., is a graduate of Notre Dame.

(Concluded from Page 1, Column 4)

Executive Order No. 8,629 of Jan. 7, 1941, I hereby direct that effective immediately, and until issuance of general preference order directing use and distribution of cork and cork products, your daily processing in any way of raw cork including corkwood, waste, shavings, or refuse must be reduced to 50% of your average daily April, 1941, rate of processing and you shall fill all orders for your products which are to enter into material for Army, Navy, British, or other Lend-Lease Governments in preference to all other orders. Affidavits of your compliance with this order will be required.

Cork is an important product in national defense operations, being used by both the Army and Navy for direct military purposes. While the direct military requirements are small in comparison to its wide use in civilian channels, very substantial quantities of cork are required in vital industrial operations directly related to defense production.

Cork imports into this country last year were estimated to be more than 207,000 short tons.

Estimates made in May indicate that the 1941 cork supply might run from 121,000 to a maximum of 150,000 short tons, the latter figure being subject to wide changes because of shipping and crop uncertainties.

Current estimates of the 1941 overall demand for cork, including direct military requirements as well as civilian demand, approximate 172,000 short tons, thus indicating a shortage of from 22,000 to 50,000 short tons, or more.

Cork stocks in the country as of June 1 are estimated at about 45,000 short tons, enough to last less than four months at the recent rate of consumption.

In the past, Portugal has supplied roughly 60%, North Africa 25%, and Spain 15% of the cork imported. But North African and Spanish imports have been shut off.

This country's cork consumption last year was divided approximately as follows: Crown and screw-cap linings, 15%; gaskets and washers, 12%; linoleum and floor coverings, 10%; insulation board, 40%; other insulation, 20%; miscellaneous, 3%.

Quantity
Household Low Sides
April Cumulative

| States and Territories | Quantity | Household Low Sides |
|---|----------------|---------------------|
| Alabama | 5,147 | 18,193 |
| Arizona | 535 | 5,017 |
| Arkansas | 3,879 | 12,625 |
| California | 22,268* | 104,246 |
| Colorado | 2,693 | 11,360 |
| Connecticut | 10,827 | 31,809 |
| Delaware | 1,568* | 3,808 |
| District of Columbia | 2,551* | 10,927 |
| Florida | 4,245 | 17,214† |
| Georgia | 5,406 | 24,699† |
| Idaho | 1,738 | 6,547 |
| Illinois | 33,160 | 118,781† |
| Indiana | 12,721 | 44,453 |
| Iowa | 5,967* | 28,796 |
| Kansas | 4,306 | 15,822 |
| Kentucky | 6,037 | 20,773 |
| Louisiana | 6,060 | 16,925 |
| Maine | 2,421 | 7,325 |
| Maryland | 6,438 | 19,509 |
| Massachusetts | 16,994 | 57,830 |
| Michigan | 21,930* | 77,698 |
| Minnesota | 14,290 | 45,241 |
| Mississippi | 3,733* | 10,553 |
| Missouri | 10,356 | 40,379 |
| Montana | 1,464 | 5,125 |
| Nebraska | 4,746 | 12,345 |
| Nevada | 263* | 1,655 |
| New Hampshire | 1,464* | 5,009 |
| New Jersey | 21,038 | 63,641 |
| New Mexico | 352* | 2,396 |
| New York | 47,121 | 140,500 |
| North Carolina | 9,383 | 32,323 |
| North Dakota | 551* | 2,487 |
| Ohio | 33,507 | 103,222 |
| Oklahoma | 3,632 | 15,783 |
| Oregon | 5,702 | 17,490 |
| Pennsylvania | 42,358 | 130,689 |
| Rhode Island | 3,185* | 10,767 |
| South Carolina | 4,776* | 15,435 |
| South Dakota | 594* | 3,471 |
| Tennessee | 9,534 | 27,904 |
| Texas | 18,646 | 66,072 |
| Utah | 2,460 | 8,048 |
| Vermont | 724 | 3,103 |
| Virginia | 6,384 | 25,699 |
| Washington | 9,094 | 29,410 |
| West Virginia | 2,999 | 13,572 |
| Wisconsin | 10,001 | 37,010 |
| Wyoming | 587* | 1,810 |
| Total United States | 448,835 | 1,525,496 |
| Canada | 8,898 | 23,356 |
| Other Foreign (incl. U. S. Possessions) | 14,874 | 46,749 |
| Total for World | 472,607 | 1,595,601 |

*Includes sales and credits. †Includes corrections for March.

(Concluded from Page 1, Column 1) amount of the increase would be. It was stated, however, that an increase would be general throughout the line.

Kelvinator announced price increases of from \$5 to \$10 on all models in its line, the \$5 jump applying to the first five models and the \$10 increase to the remaining three, one of which is the standard "eight" and the two others "Moist Master" models. Kelvinator prices now are: SS6A—\$129.75, DA6—\$139.95, S6—\$149.95, R6—\$164.95, PS6—\$169.95, S8—\$189.95, M6—\$189.95, and M8—\$229.95.

Similar price increases were announced for Leonard models, prices of which are now: LSS6A—\$129.75, LDA6—\$139.95, LS6—\$149.95, LR6—\$164.95, LS8—\$189.95, LH6—\$189.95, and LH8—\$229.95.

Westinghouse last week announced increases of \$5 in six models of its 1941 line, including the B6, which now lists at \$154.95, and the BP6, D7, D9, M7, and DP7. An increase of \$10 was made in the price of the MT9. Prices of the four remaining models in the company's line remain unchanged, including the AS6, which continues to list at \$124.95.

Price increases also were in prospect at Crosley, although none had as yet been announced. Changes in three models, however, were made during last month, covering the SS6 at \$124.95, the SE6 at \$149.95, and the DM8 at \$219.95. Base price of

the "leader" model in the line is \$114.95.

Philco reported no price increases as yet, but local branch men emphasized that all orders were being booked on a strictly "no price guarantee" basis. Gibson prices also were reported as unchanged from the \$5 increase put into effect some weeks ago by most distributors. No recent increases, and none in prospect for the immediate future was reportedly the situation at Stewart-Warner.

Tecumseh Agents Get Preview of Plans

TECUMSEH, Mich.—An advance peek at 1942 plans and the showing of the new Tecumseh catalog featured the annual sales "pow-wow" for field sales force of Tecumseh Products Co. here May 22-24.

First day of the meeting was spent on sales session on the 1942 models, after which Sales Manager Frank Smith showed once again that he does not play "customer" golf by winning the golf tournament.

Second day session was a continuation of the sales session, followed by more golf and a steak fry.

Chief Engineer Jens Touborg conducted the Saturday session and previewed the new models.

During the meeting talks were given by various Tecumseh Products Co. department heads including B. B. Turnbull, treasurer; Paul Ammers, director of purchases; Clyde Giltner, superintendent; and H. Wolf, chief inspector.

'Curbing Time Sales May Aid Inflation' Says Bank Official

(Concluded from Page 1, Column 1) in instalment sales financing and personal loans, he urged adoption of the following three voluntary steps:

"First: We can insist upon higher down payments. That, presumably, will make it harder for the public to buy cars and take some of the strain off the demand for available cars.

"Second: We can limit the number of months over which payments are to be made. If, for example, everyone were to go haywire and let the public take 24 months instead of 12 to pay for something, then the amount of money tied up would be almost doubled. Instead of having \$6,000,000,000 outstanding on the nation's consumer credit books, we would have about \$12,000,000,000—an increase of 100%—an increase which, at the present time, would be better turned to the purchase of defense bonds.

"Third: We can control the amounts granted for personal or cash loans by restricting the terms of repayment. For example, a recent discussion on the part of my colleague on the research staff seems to indicate that a maximum of 15 months for repayment should be considered at the present time.

"These controls are positive—they will definitely curtail purchasing power in certain areas."

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